



*Plain
Talks*

GULF STATES UTILITIES COMPANY
NOVEMBER, 1960

In This Issue:

- Board Elects Two New Directors — Two New Vice Presidents
- Our Crusade Against Accidents
- Fair Time in GSU-Land



November, 1960

Vol. 38, No. 11

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

New Directors and Officers Elected	2
I'm An Accident	4
Kilowatt Carnival	9
GSUers At the Fair	10
Gas Department Gets Ready for Winter	12
United Fund Campaigns End	14

OUR COVER



IF, when you lay aside this issue, you think, "Boy, the accent's on **safety!**"—you're right. That's our purpose, and we hope it succeeds in putting every reader on guard against old devil accident. Linemen like Earl Garvin and K. R. Kirk, both of Beaumont, know what it means to think safety on and off the job. They know our Company's substantial investment in safety tools and protective devices of all kinds, plus the year-round safety program, are in the best interest of everyone concerned. Read over the other articles in this issue, enter the "Safety Sayings" contest and try our new Safety Crossword puzzle on the inside back cover. Then take a cue from fellows who, like our cover men, know that **thinking and accidents don't mix.**

James S. Turner
Editor

Don Hinkle, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Charlotte Hoepner, artist; Bunch Eads, writer; George T. Smith, writer.

EXECUTIVE OFFICERS

ROY S. NELSON Chairman of the Board and President	W. H. GIESEKE Vice President and Secretary	L. M. WELCH Vice President
J. J. MORRISON Executive Vice President	E. L. GRANAU Vice President	E. A. WERNER Vice President
H. E. BROWN Vice President	A. W. HASTINGS Vice President	G. E. RICHARD Treasurer
R. E. CARGILL Vice President	E. L. ROBINSON Vice President	

DIRECTORS

Munger T. Ball, Port Arthur; H. E. Brown, Baton Rouge; R. E. Cargill, Beaumont; Edwin T. Hiam, Boston, Mass.; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles; Will E. Orgain, Beaumont; E. L. Robinson, Beaumont.

REPORTERS

BEAUMONT DIVISION

Mary Schlicher	Sales
Flo Wenzell	Sales
Dorothy Gaus	Sales
Barbara Andrews	Cust. Accounting
Gertrude Peddy	Substation
Grace Fails	Line
Hazel Johnson	Neches Station
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Accounting
Helen Clifton	Credit & Collections
Reba Willey	Orange
Doris Cryer	Silsbee
Norman Morrison	Service Center, T & D
Doris Thomas	Purchasing
Minnie Marino	Accounting
Judy Moses	Rate & Depreciation
Ward McCurtain	Tax
Charlotte Hoepner	Advertising
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Jeannie Daniels	Engineering
Frances Linthicum	Records
Gwen Thompson	Executive Dept.

BATON ROUGE DIVISION

Virginia Yarbrough	Electric
Gayle Miller	Louisiana Station
Jo Ann Bailey	Gas
Margie Force	T & D
Ethel Sharp	Purchasing
Brenda Haydel	Executive

Lois Milazzo	Accounting
Dora Landaiche	Willow Glen

LAKE CHARLES DIVISION

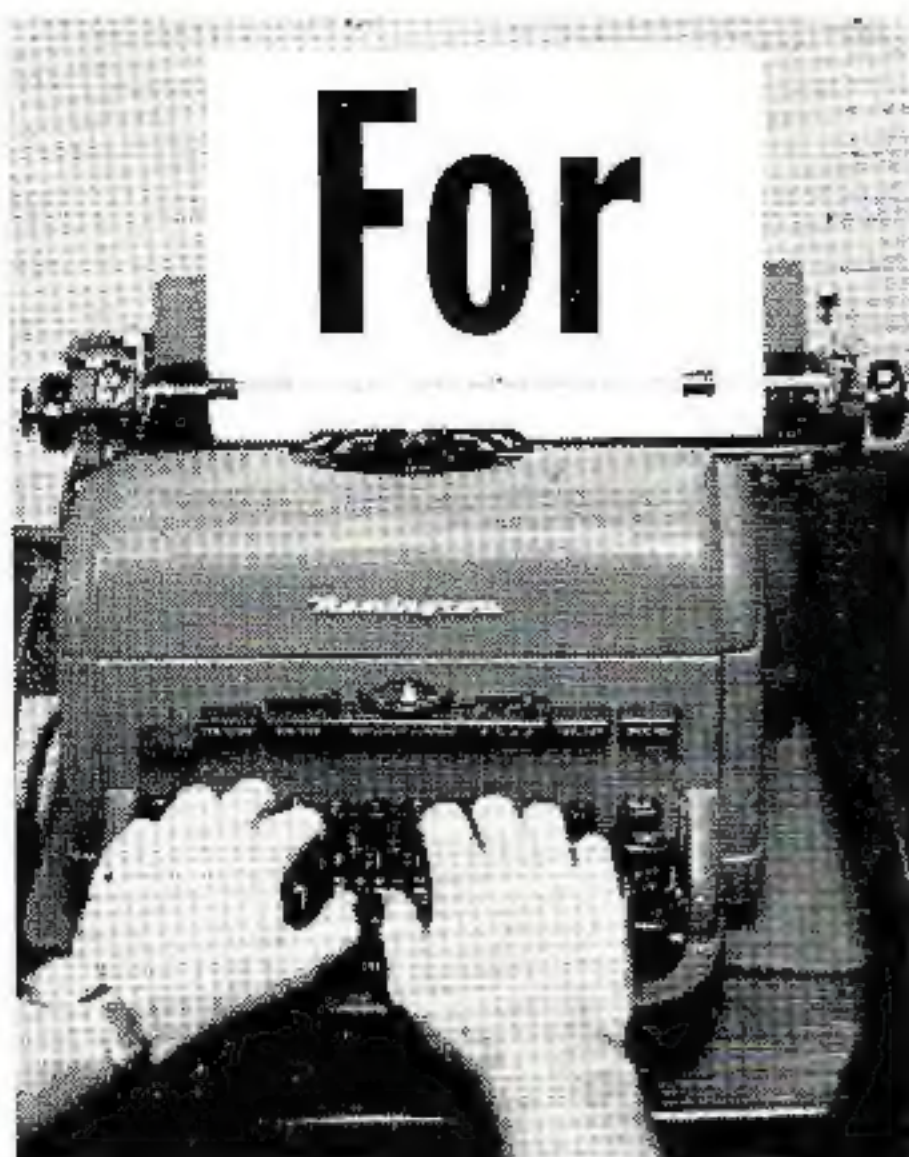
Fay Denny	Sales
Jack Bass	Sales
Charlene Harper	T&D
Rose Lynn Frazar	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Trahan	Lafayette
Martha Lynch	Nelson Station
Jo Ann Burnett	Substation
Dale Land	Sulphur
Mary Ann Dowies	Engineering
Tyrelle Hill	Safety
Hubert H. Landry	Meter Shop
Bob Wiggins	Dispatcher
Margie Leon	Line
Pearl Cole	Customer Accounting
Dora Ann Marcantel	Roy S. Nelson Station
Mona Faye Carroll	Lake Charles District

NAVASOTA DIVISION

Jeanette Sangster	Navasota
Anita Boles	Navasota
Louise Satory	Calvert
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Mablene Pollard	Trinity
Lois Groce	Somerville
Berneice Falvey	Conroe
Betty Lynch	Madisonville
Roxanne Pry	Operations

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department



For Your Information...

Safety Emphasized

In This Issue

WE hope our readers will recognize the extra emphasis on safety in this issue. Ours has not been a good safety year. We've had two deaths and too many accidents.

Plain Talks, in its monthly visits into your home or your dentist's waiting room, uses cartoons, crossword puzzles, and feature articles, all in an effort to prevent accidents. If just one serious accident **doesn't happen**, all the time and work and money the Company devotes to its safety program will be well spent.

Press Association Scores

Censorship by Taxation

SOME time back the Internal Revenue Bureau made a ruling which denied to companies the right to regard institutional advertising as a business expense. This was primarily aimed at the investor-owned electric utility companies to prevent their exposing the fallacy of unconstitutional government competition in the production and sale of electric energy. Hale Boggs (D.-Louisiana) introduced a bill to permit institutional advertising to be regarded as a business expense in the 86th Congress and it will be re-introduced in the 87th.

Press and advertising associations throughout the country are adopting resolutions supporting Congressman Boggs. Why not let **your** representatives know how you feel?

We might add just a word or two. Government projects such as TVA spend oodles of the taxpayers' money each year extolling the virtues of "socialist" power—it is rank discrimination to prevent privately-owned power producers to rebut.

—*The American Way*

Interesting Voting Results From "Public Power" Areas

IF the crash, giant, federal government power program, promised by the winning party, was expected to attract a lot of votes, it was a flop, judging by presidential election voting results in such public power areas as the two northwestern states, Washington and Oregon, and Tennessee, land of the TVA. All three went for the losing party, with its far more conservative power development platform.

Investor-owned electric companies, planning to double their power output

by 1970 and double again by 1980, have proven time and again their ability to provide all the power needed for an America moving ahead. They have demonstrated that they have been and are continuing to meet the "challenge" of Soviet Russia, by widening, not losing, their lead in power production. This enviable record proves that additional federal government power spending is as unnecessary as it is costly to taxpayers.

And it looks like the American people know what's going on.

—JST

"... AND KEEP US FREE"





Mr. Robinson



Mr. Brown

At November 9 Directors' Meeting in Baton Rouge . . .

Robinson, Brown Elected Directors; Welch, Hastings Made Vice Presidents

R. L. Wynne Appointed Assistant Secretary; Quarterly Dividends Declared on Shares

VICE PRESIDENTS E. L. Robinson of Beaumont and H. E. Brown of Baton Rouge were elected directors of the Company at the November 9th meeting of the Board of Directors in the Baton Rouge office.

L. M. Welch, operations manager, and A. W. Hastings, assistant to Mr. Nelson, both of Beaumont, were named vice presidents, and Robert L. Wynne, also of Beaumont, was appointed assistant secretary of the Company.

Mr. Robinson, vice president and general sales manager of the company, and Mr. Brown, vice president in charge

of the Baton Rouge division, fill board vacancies created by the recent retirement of George R. Fulton of Beaumont, and the death, several weeks ago, of Thomas J. Hanlon, Jr., of Prairieville, Louisiana.

Mr. Robinson

Mr. Robinson has headed our sales program since 1954, during which period the company's annual sale of electricity and total revenues have almost doubled. For seven years prior to returning to the Sales Department as general sales manager, he was manager of the Beaumont division.

A native of Bryan, Texas, and an electrical engineering graduate of Texas A & M, Mr. Robinson joined the Company in 1921, and has held various positions of responsibility, being made a vice president in 1955. In 1953, he attended the advanced management course at Harvard University.

Active in church and civic affairs, he was general chairman of the United Appeals campaign in 1958. He is first vice president of the Board of Trustees of Beaumont's Baptist Hospital and led a drive to raise funds for its construction, serving as chairman of the building committee during construction of the original unit. He is past president of the Beaumont Rotary Club, Community Chest and Community Council and is a member of the First Baptist Church. Mr. Robinson is a director of the Gateway National Bank of Beaumont.

Mr. Brown

Mr. Brown is an electrical engineering graduate of the University of South Dakota and began his utility career in 1925 with the Tampa Electric Company. He joined our Company in 1937 as superintendent of distribution in the Navasota Division. He has worked in four of the Company's five divisions.

In 1944, he was promoted to operating superintendent of the Lake Charles Division and, in 1953, he transferred to Beaumont as system operating superintendent, moving up to operations manager in 1955. A year later he moved to Baton Rouge as division manager. He was elected a vice president in 1959.

Mr. Brown attended the advanced management course at Harvard University in 1956. He was recently elected to the board of the Baton Rouge Chambers of Commerce and serves on the board of the Salvation Army. He has served for several years as vestryman of the St. James Episcopal Church of Baton Rouge. He is a director of United Giver's Fund and a committee worker for the Baton Rouge general Hospital.

Mr. Welch

Mr. Welch, a native of Willis, Texas, lived in Port Neches for several years. He attended public schools in Voth and Beaumont and graduated with an electrical engineering degree from Texas A & M. Employed in 1925, he has worked in all five of the Company's divisions. He accumulated experience in the engineering departments in Port Arthur and Beaumont, as district superintendent in Conroe, and in key

positions in the distribution departments of Port Arthur, Navasota, Lake Charles and Baton Rouge, where he was operating superintendent from 1954 until 1955. He moved to Beaumont as division manager in 1955 and this year was promoted to the position of assistant to the executive vice president. On September 1, he became general manager of the Company, responsible for system operations. He is a member of the Trinity Methodist Church. Last year he attended the advanced management course at Harvard University.

Mr. Hastings

Mr. Hastings has been Assistant to Mr. Nelson since 1955. He brought to our Company a wide background of utility experience, having been a vice president of Engineers Public Service Company of New York.

He is a graduate of Haverford College and Massachusetts Institute of Technology. Prior to joining our Company, he worked in New York City and lived in Montclair, New Jersey, where he was, at various times, president of the Community Council and chairman of the Budget Committee of the Community Chest.

He is a member of the boards of the Community Council, United Appeals, Y.M.C.A. and the Trinity-Neches Council of Boy Scouts, of which he has been finance chairman for the last three years. He is vice chairman of the Committee of 100, working on a master plan for Beaumont. He is a deacon of the St. Andrews Presbyterian Church and is chairman of the Chamber of Commerce Committee on Effective Citizenship.

Mr. Wynne

A native Beaumont, Mr. Wynne was employed in 1938 in the Treasury Department in Beaumont. He progressed through several classifications until his transfer to the Corporate and Finance Department in September of this year. He was an administrative assistant at the time of his appointment as assistant secretary. Mr. Wynne is a member of the Board of Stewards of the First Methodist Church and is active in youth work of all kinds.

In other business, the Board declared the usual quarterly dividends on the Preferred Stocks and 25¢ per share on the Common Stock, all payable December 15, 1960, to Shareholders of record November 21, 1960.



Mr. Welch



Mr. Hastings



Mr. Wynne



I AM AN ACCIDENT

*As Thanksgiving Day
and the Christmas Season
Draw Near,
Our Thoughts Center
On Loved ones, Who, More
Than Anything Else,
Give Us Reason
To Return Home
Safely — Every Day*

I am like a predatory animal. I wait and watch for my opportunities. I don't have to wait long.

I am an accident, waiting to happen to you.

I am an accident. I occur everywhere, anywhere, at any time. Some people do not understand how dangerous I really am. For instance, when a fat person slips on a banana peel and falls and you laugh, that is because you do not understand me.

I am an accident. More people die or are seriously injured by me than were ever killed in wars or crimes since man first walked . . . and tripped.

I am an accident. I am more liable to damage YOU because men have invented many complex, high-powered and fast-moving machines. They have also invented the devices necessary to protect your frail body from harm but, fortunately for me, many times you don't take advantage of such items as safety belts, protective goggles, or hard hats. I like that.

I am an accident. I have more opportunities to do more damage now because people take more chances. Becoming "over-civilized" has caused them to forget the normal caution that a jungle animal has. You DO sometimes forget, don't you?

I am an accident. I am a product of unawareness, or unalertness in the human mind. I do not "just happen"; YOU cause me to happen.

I am an accident. It's peculiar but true that happy people are under less danger than those who are upset. I am most attracted to people who are tearful or fearful, fretful or hateful, spiteful or anxious, or just too tired. My friend, Emotion, can get the best of you humans so that you can't think correctly. Then, if you are driving a car or hammering a nail or climbing a pole or lifting a weight or crossing a street, I get my chance. I hate those normal, happy people who have full command of their senses and are on guard against me.

I am an accident. Be careful, or I'll happen to you . . . soon.

*Pictured Are Accidents
Waiting to Happen . . .*

**Report Any Such
Hazardous Conditions**

AS Gulf Staters, we not only want to keep accidents from happening to ourselves, but must also try to safeguard the public we serve. In our far-flung 28,000 square mile service area, there are safety hazards that, if not reported, could seriously harm men, women and children.

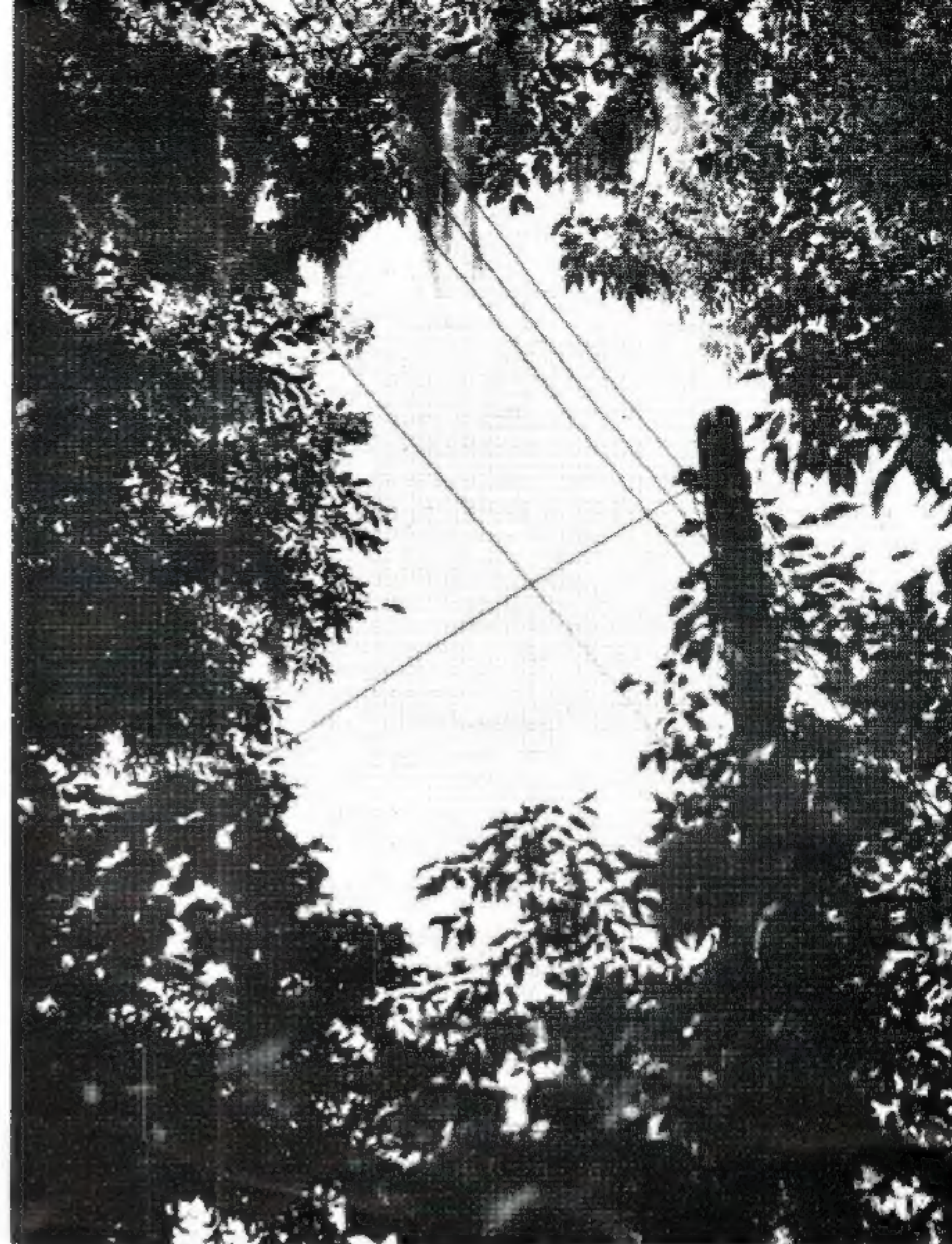
Do your part to help erase these safety hazards. This article illustrates some sample hazards to watch for in the neighborhood or town where you work and live.

In addition to the safety hazards shown, here are some others that you should report when observed:

- Excessive slack in service wires
- Foreign matter hanging on line (kites, etc.)
- Guy wire slack or broken
- House insulator pulled out
- Broken insulators
- Pole rotten or broken
- Red light on transformer burning
- Service wires crossed
- Street light out, or burning dimly
- Street light bowl broken
- Trees contacting line, wires, or service wires
- Cross-arm pole broken or rotten.

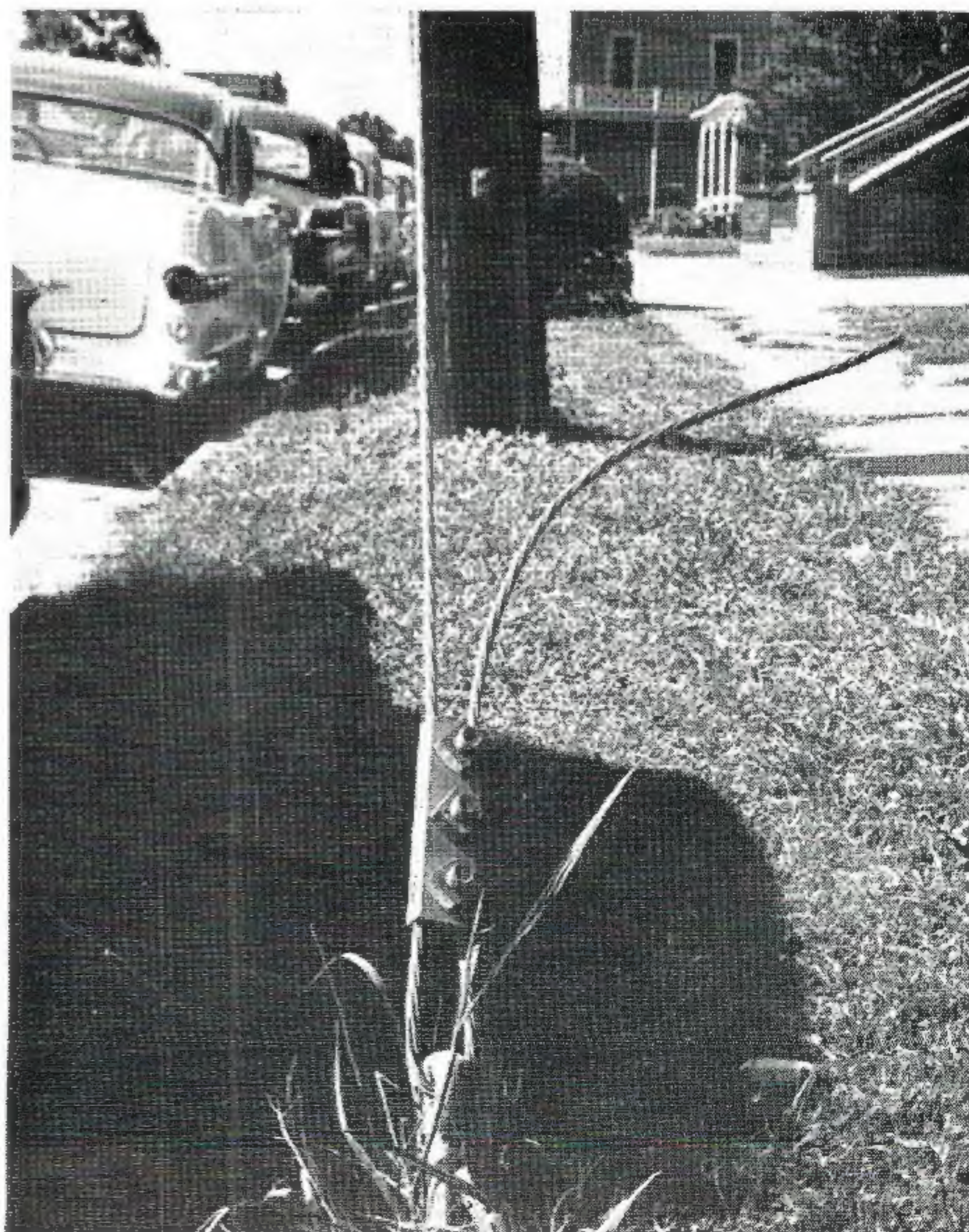
If you see a safety hazard, you should report it immediately to your local superintendent, so that he can take steps to eliminate it.

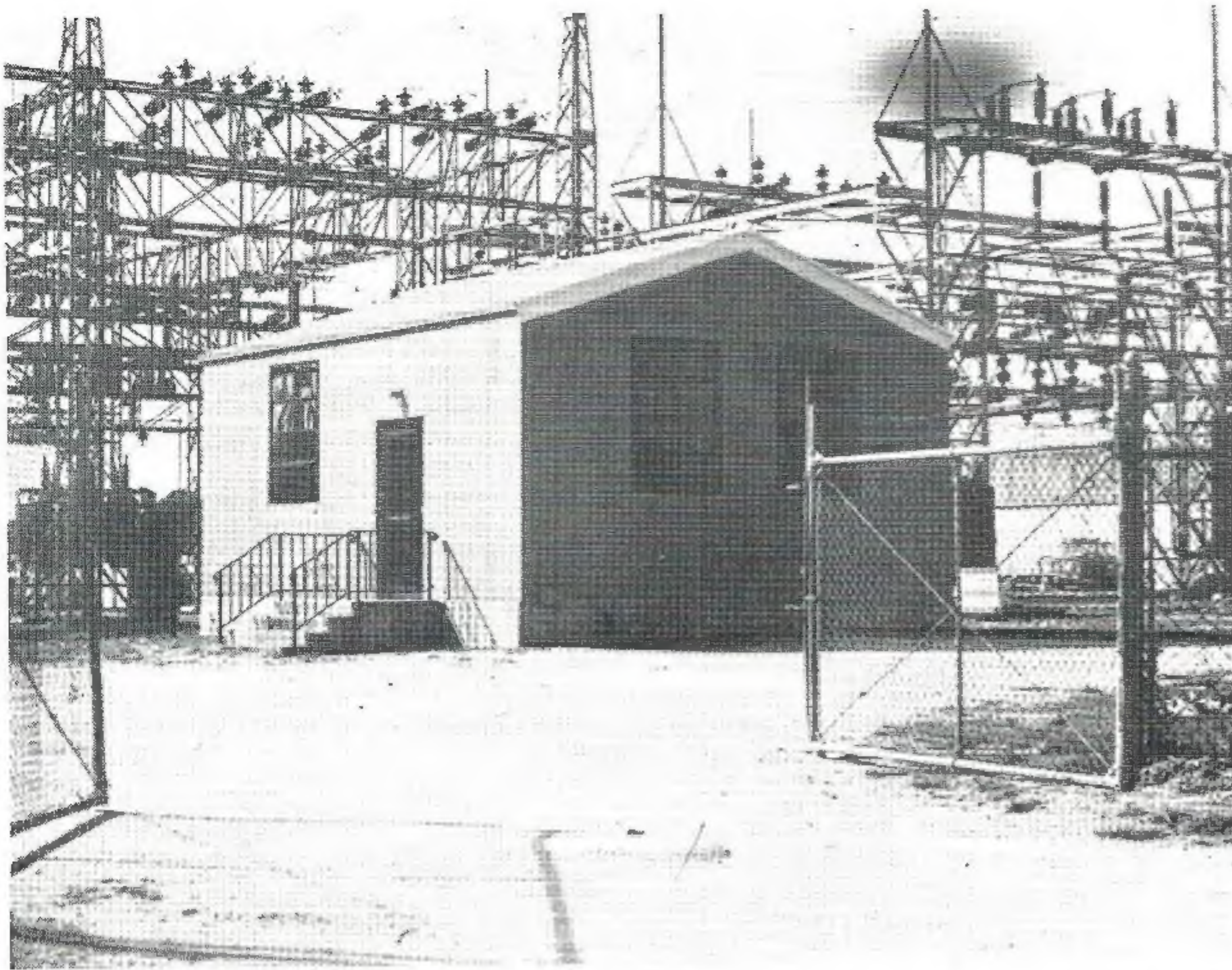
By so doing, you may stop an accident *before* it happens.



LINE HAZARD. Trees growing closely around and through our lines can cause bad trouble during a windstorm. Do your neighbors a favor and call your T & D Department to have these trimmed.

PUBLIC, BEWARE. "Plain Talks" posed this guy wire end to show how a wire can become a hazard to the public if tampered with and left this way. Protective covering was removed by "pranksters".



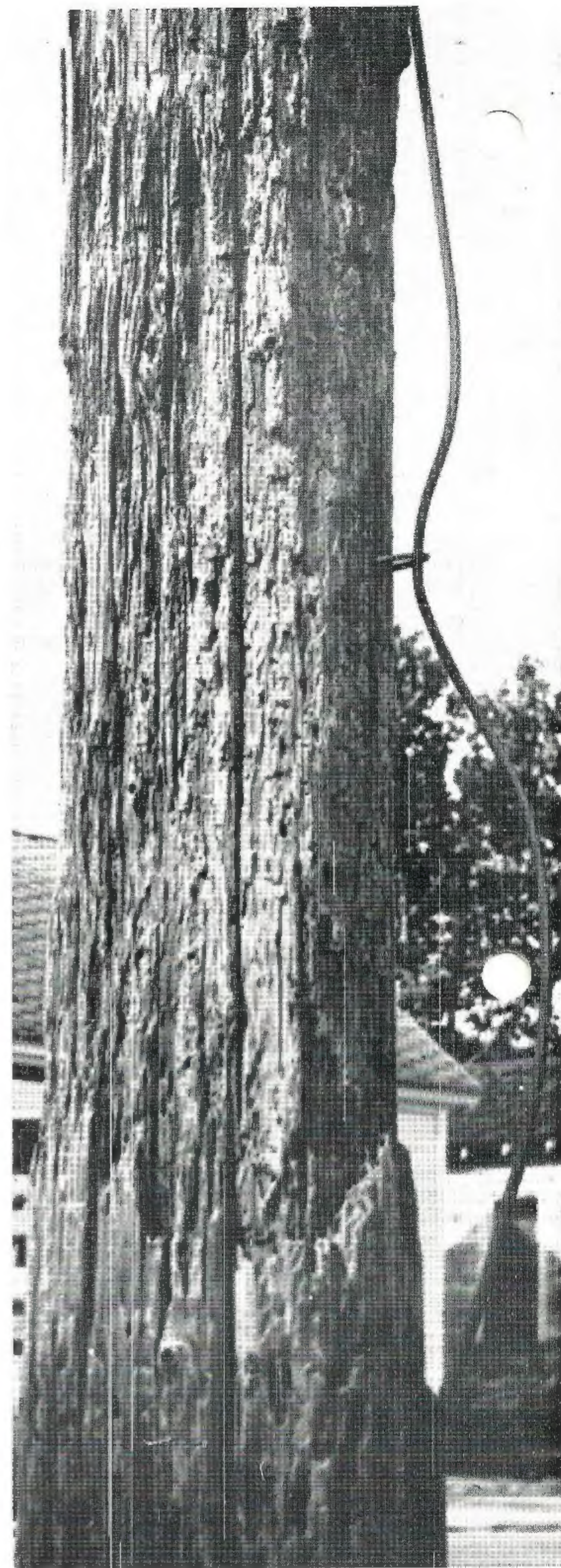
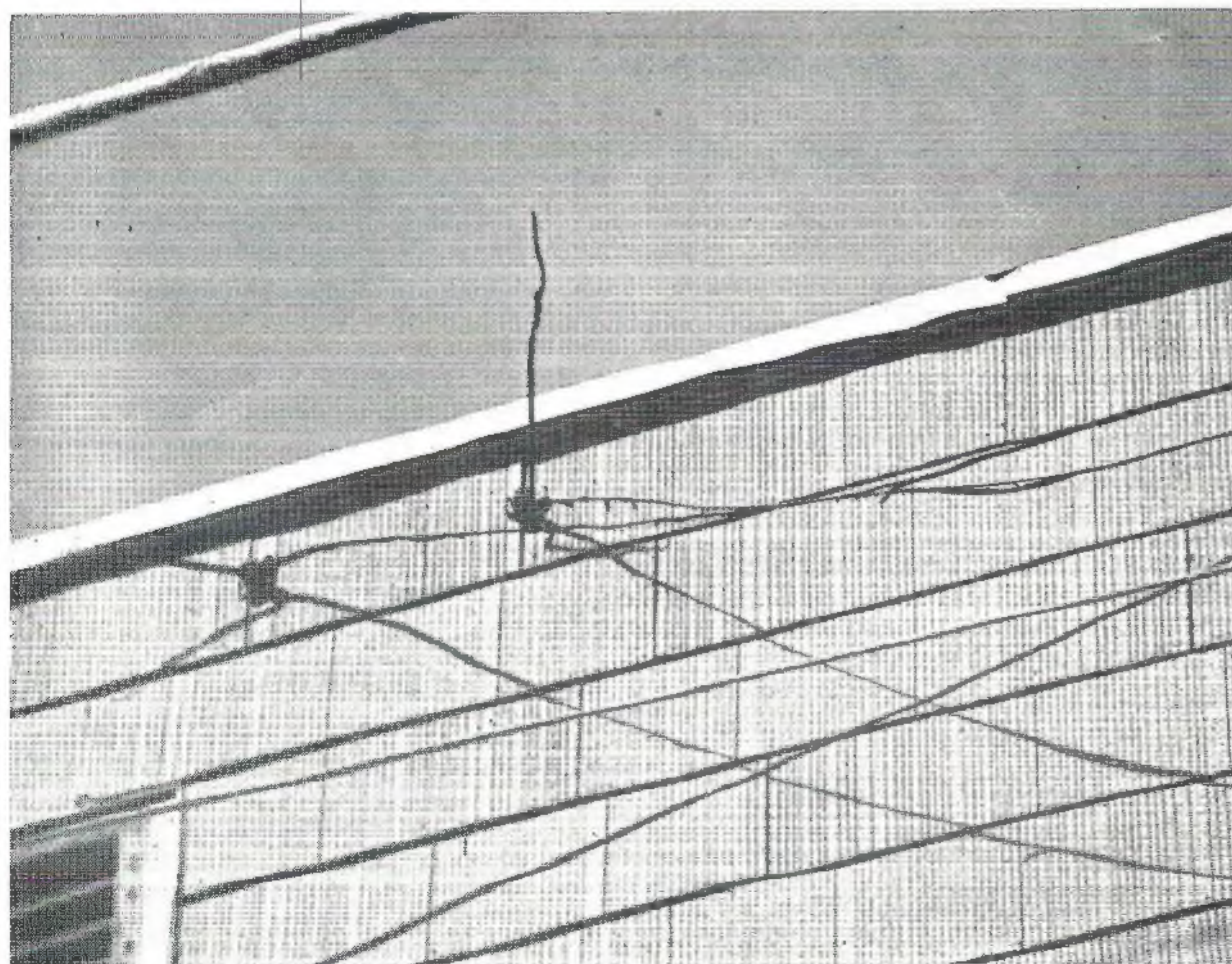


OPEN INVITATION. We opened these gates to show how inviting a substation yard can appear to children. Gates are kept locked at all

times and warning signs are prominently displayed. If gates were left open, it would be an open invitation to children.

SERVICE WIRES. Old service wires can become dangerous, especially when insulation is frayed,

as is the case here. This should be reported immediately.



OLD POLE. Old poles, like old soldiers, may not die, but they are retired long before they reach this stage. This retired pole makes a good photo study for what could happen if our T & D Departments didn't replace poles which had outlived their usefulness. Also, if in service, the static ground wire should be covered with moulding.



HEELS ARE VILLAINS: A high heel, if misplaced, can cause the wearer to tumble. Witness this Gulf Stater who, for pictorial purposes only, caught a heel in the elevator.

SOMETIMES a Safety Engineer can feel pretty blue.

We can plan to avoid accidents by installing safeguards for your safety—like handrails and foot treads on stairways—and still we see that accidents keep on occurring in our buildings and plants. Not as many accidents as before, it's true, and we're thankful for that. But a Safety Man is never really happy until there are no accidents in the system and our entire Company can ring up a full year, or more, without an injury to any of us.

That's a tall order, but it's possible. All that it takes is for each of us to be on our guard against accidents every day. In order to do that, we need to find out how many opportunities there are for an accident to occur to us.

Can the paper cutter cut our fingers? Can a high heel catch on a stair, when we're not holding onto the handrail? Can we tumble from an improperly positioned ladder? Can a filing cabinet tip over if the drawers are jerked open? Can a heel catch in the elevator?

Is our equipment in good order, should be the second question we ask ourselves. If your working equipment is malfunctioning and unsafe, you should immediately notify your supervisor or foreman and place the responsibility on him to get it fixed or replaced.

But in the end, safety depends on us. Think of yourself as a swimmer in a sea full of sharks when the sharks are potential accidents that can happen to you. And then tread slowly and carefully at all times.

—by Frank Jones,
Safety Director

November, 1960



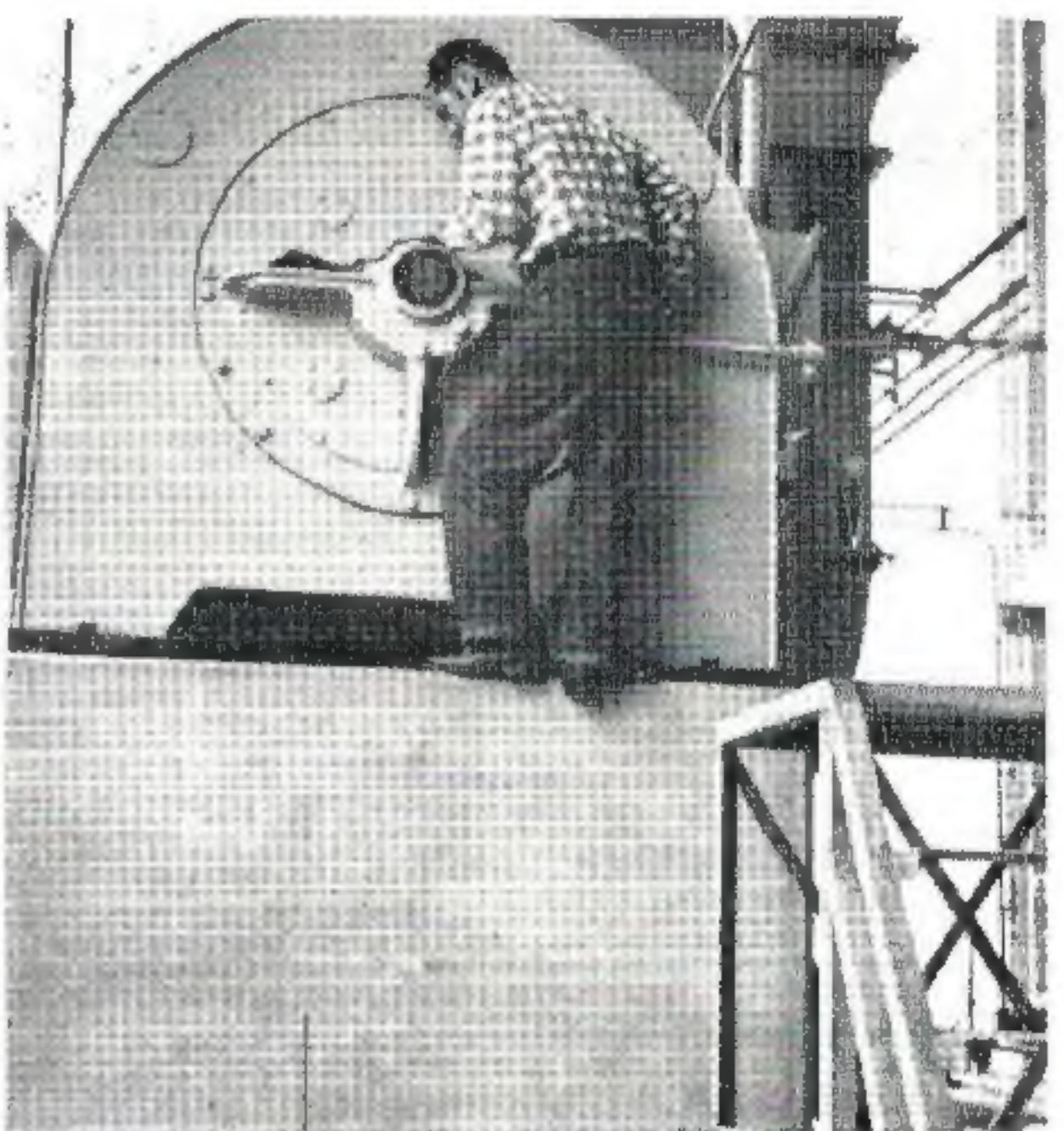
PLANT HAZARD. A coil of cables left lying on the floor can trip the unwary passerby.



SIDEWALK SUPERINTENDENT. A curious onlooker can sometimes be the victim. The rotor is being sandblasted, and Mr. Curious could lose an eye without protective goggles. He shouldn't even be there in the first place.



HEELS AGAIN. Another common accident is caused by heels when tripping lightly down stairs . . . and sometimes landing heavily at the bottom. Use the handrail.



USE THE LADDER. He wanted to check his motor, but decided it was easier to hop up on the ledge rather than pull the ladder over which was placed there for his use.

WATCH OUT FOR HEADACHES. Boxes piled carelessly on shelves, and without a rail, could

tumble down on employees below. Always store properly.



THE best way to eliminate accidents is to eliminate their causes.

The System Safety Department, in cooperation with safety departments in other utility companies, investigates each accident, whether it happens to our Company personnel or to a member of the public, to find out both what caused the accident and whether safety measures can be designed to stop a repetition of the same kind of accident.

Investigations in the past have produced such safety measures as the safety hat and goggles, seat belts for automobiles, and more careful working procedures.

Investigations of a recent accident in Port Arthur produced another working procedure that will be applied by foreman and supervisors in instructing their men in the future. Here's how safety men Frank Jones and Anders Poulson worked with this crew and division supervisors to analyze the accident (see pictures).

Accident Reconstructed

The crew was rigging up the truck's "A" frame to raise and set a 40-foot pole. Difficulty was had pinning the center leg of this "A" frame, (Picture One), so an order was given to the truck driver to ease off on the winch line. This order was misunderstood and the winch line was accidentally released to go all the way. This caused the "A" frame to drop down from its vertical position, (Picture Two), striking W. H. Foster, lineman third class, on top of his hard hat and both shoulders, knocking him down, (Picture Three). The extent of his injuries were severe contusions of both shoulders and the neck. Fortunately, X-rays showed no broken bones. Mr. Foster was hospitalized for several days and off work for almost a week.

Results of Committee investigation: It should be noted that if Mr. Foster had not been wearing his hard hat, he might very well have been killed, since the "A" frame weighs approximately 500 pounds. As a result of this accident, the Safety Department made a double-barrelled suggestion:

"(1) Urge all foremen to keep their men from working under a load suspended overhead except when absolutely necessary.

(2) Urge all operators to make certain that orders are understood before they are carried out."

Studies like this can help prevent further accidents by analyzing the causes. If an accident study board asks you to help, be sure to cooperate fully. The object is to save you, as well as other Gulf Staters, from harm.



Picture One



Picture Two

Picture Three



Kilowatt Carnival

"STEP right this way ladi-e-es and gentlemen.

Tell you what I'm gonna do. I'm gonna tell you all 'bout the most co-l-lossal collection of low-cost, colorful conveniences ever contrived. Step right this way to elegant, efficient and economical all-electric livin', featuring faultless food freezing, wonderful water heating, quicksilver cooking, and luxurious laundering."

Coney Island, New York? Broadwalk at Atlantic City? Disneyland? Nope, this all happened at Louisiana's cleanest city — Jennings, where some 650 citizens marched into the Strand Theatre, into a carnival world of balloons, flags, prizes, pop corn and lemonade. The occasion was the Kitchen Carnival we sponsored in cooperation with Jennings appliance dealers.

Just Like The Midway

On the midway, the ladies found Barker Vic Gayle, sales promotion director, Beaumont, in a red and white blazer with a straw hat and cane, introducing the spectacular specialty acts.

Sharing top billing were the stars of the center ring, our home service advisors. Irma Lee Hargroeder, Jennings, was pitchwoman for electric range cooking while Dale Land, Sulphur, spied the benefits of home food freezing with electric freezers and Earnestine Amis, Lake Charles, played a little "now you see it, now you don't" game with dirt and an automatic washer and dryer.

Stageman for the electric disposal was Earl Broussard, residential sales representative, Lafayette. He was followed by Oscar "Paco" Borne, residential sales representative, Church Point, making a pitch for electric water heating.

Train boss, gate watcher, and ticket taker (for attendance prizes) was Charlie Gary, district sales supervisor, Lafayette. Ushers, stagehands, and barkers for the sideshows (cook books, shopping bags, popcorn and lemonade) were Horace LaCombe, residential sales representative, Lafayette, and John Bordelon and Martin Wagnon, residential sales representatives, and Hut Reed, commercial sales representative, Jennings. Wardrobe mistress and behind the scenes worker was Jeanette Mestayer, home service advisor, Lafayette. Stage rigger and lighting technician was J. W. "Diddle" Billodeaux, appliance repairman, Jennings.

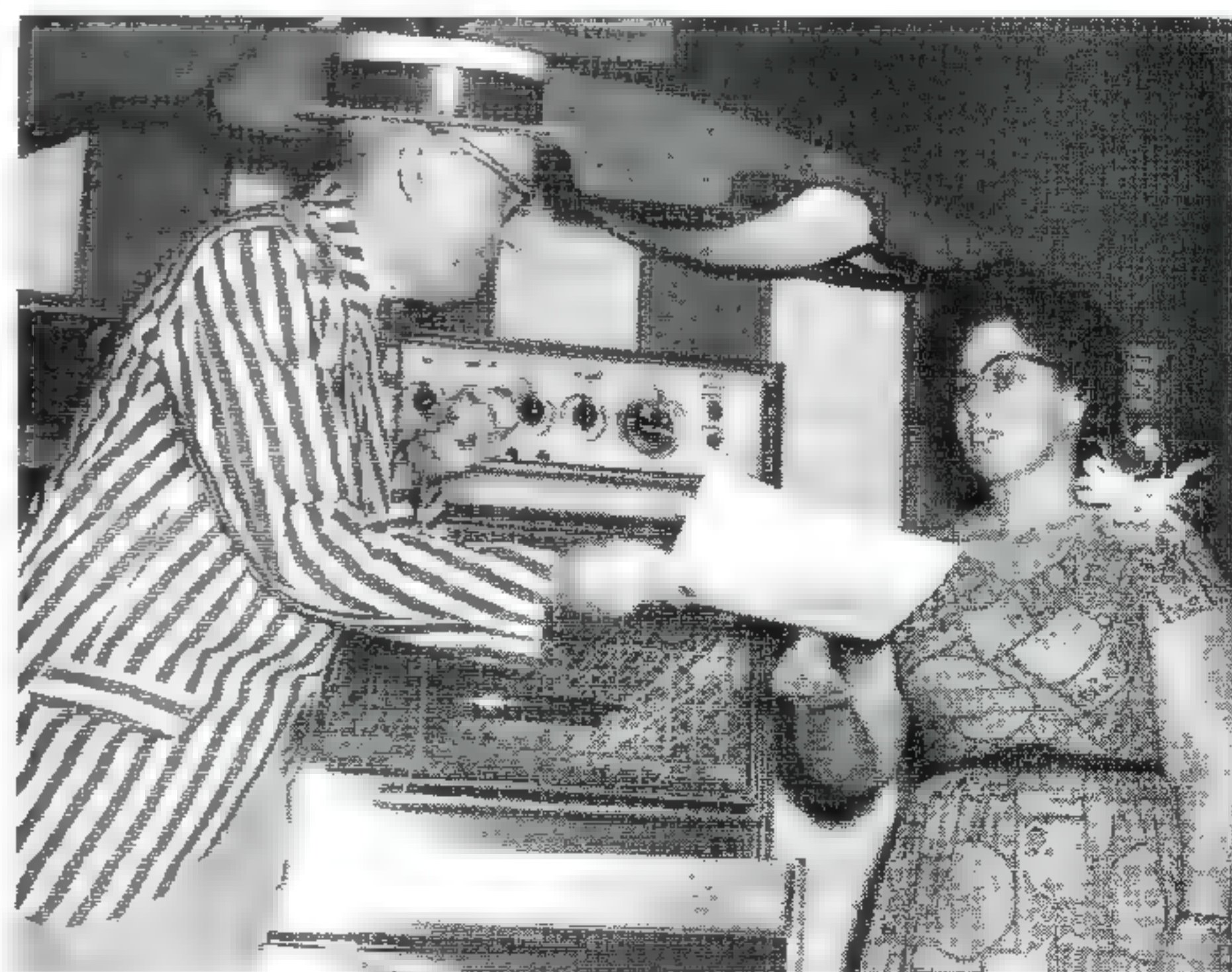


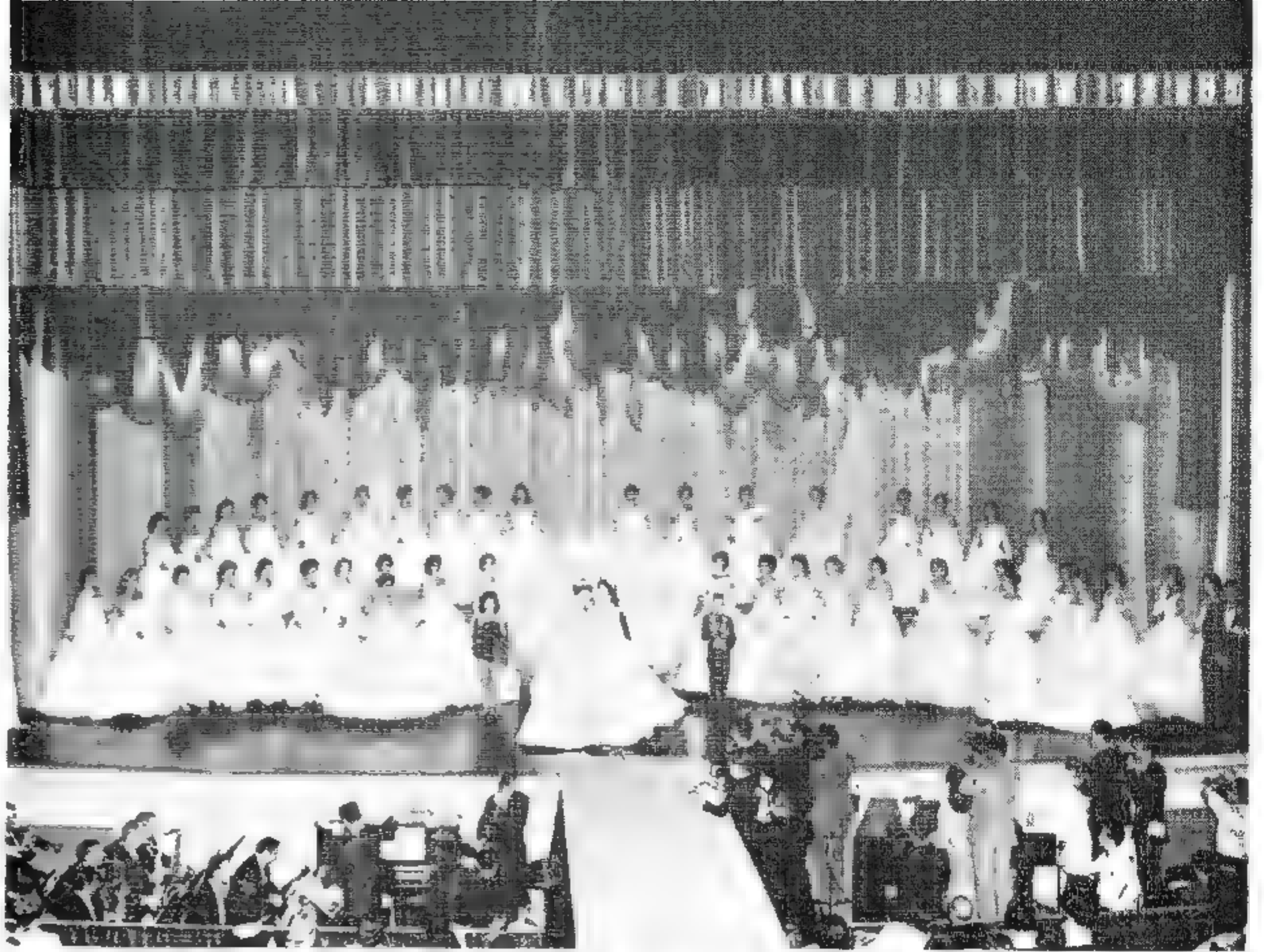
"LADI-E-E-ES STEP RIGHT INSIDE!" These ladies are signing up for attendance prizes at the all-electric Kitchen Carnival in Jennings, Louisiana, on October 7. Over 650 ladies saw the Lafayette District sales personnel demonstrate the new electric appliances.



"A WINNAH COMIN' UP!" Irma Lee Hargroeder, Jennings home service advisor, and Oscar "Paco" Borne, residential sales representative, Church Point, get a little assistance in drawing names of attendance prize winners from a young member of the audience.

"I HAVE A WINNAH!" Vic Gayle, sales promotion director, Beaumont, makes Mrs. Mary Gary, Jennings homemaker, very happy by presenting her the grand prize certificate entitling her to her choice of any electric range from any Jennings appliance dealer.





PORT ARTHUR'S CAVOILCADE. Wayne Dunham, at left, designed the stage set at right, for the crowning of 1960 CavOilcade Queen Ann

Lofton by 1959 Queen Trinell Dufor. A special effect was created by Dunham who used dry ice for "clouds".

Gulf Staters, Reddy Kilowatt Play Starring Roles in Southeast Texas' . . .

FAIR SEASON

Expositions

also top

Calendars

in

Port Arthur

and Liberty

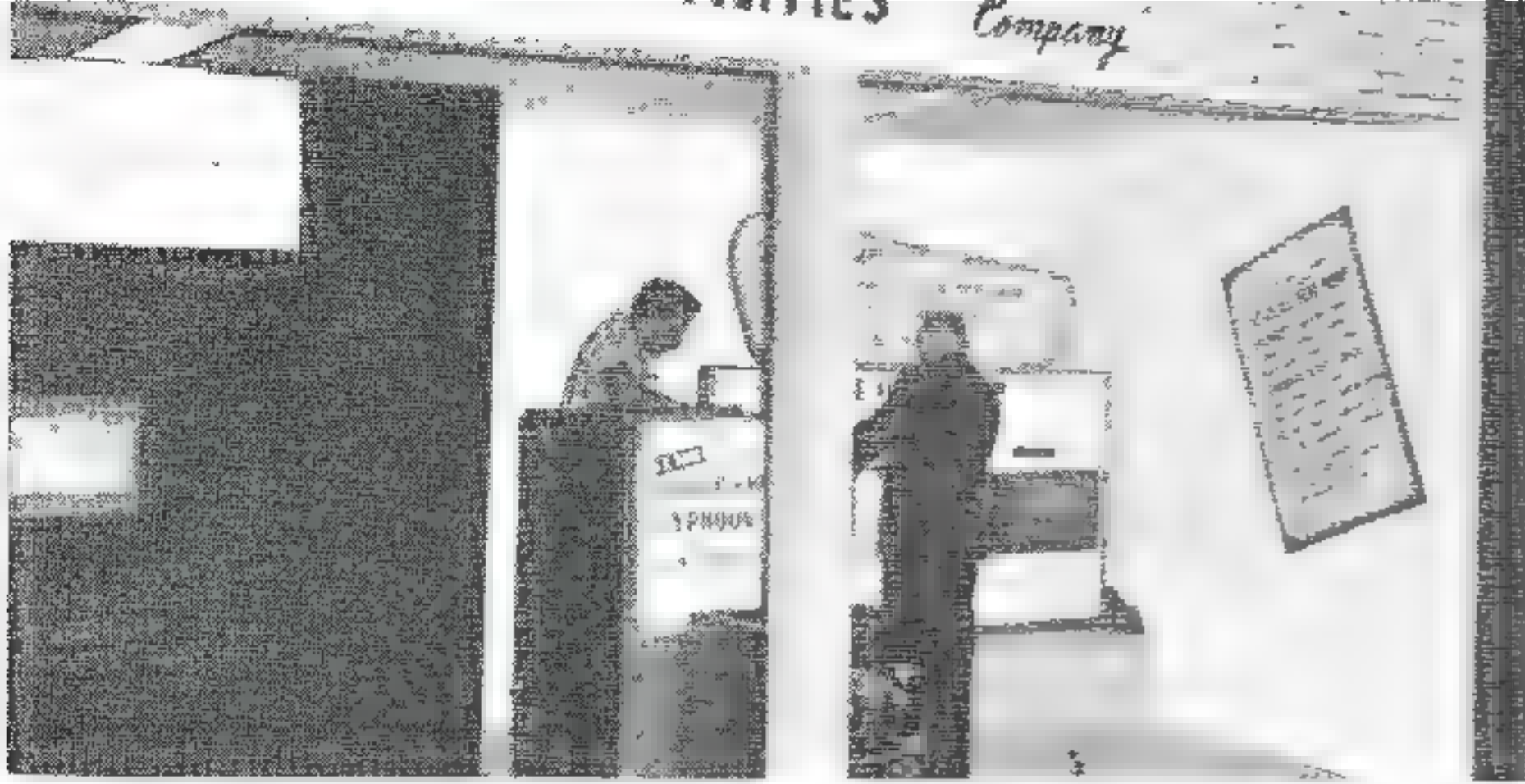
TO a nation justifiably proud of its leadership in agriculture, and to the farm folks who are proud of their vital job of feeding a fast-growing nation, Fall is the highlight of their work season—a time for relaxing and displaying the results of their craftsmanship. That's America's Fair Season, and Southeast Texans take their fairs seriously with the result that three of the best ones are put on right in our area.

Liberty

In the Trinity Valley, the Exposition at Liberty ushers in the pumpkin-pie and turkey season. Held October 12 through the 15, the Exposition featured an exhibit from our Company, with Walter Cooley, sales representative, in charge. Another GSUer, Wyatt Bell, commercial sales representative, was on the livestock and rodeo committee.

Port Arthur

Two Gulf Staters who have long taken active part in Port Arthur's annual CavOilcade this year served again from October 13 to 16. Wayne Dunham, substation operator, was stage director for the CavOilcade Coronation. In this capacity he designed and built the stage, with the help of his sister, Loraine Dunham, departmental clerk. Virgil Shaw, industrial engineer, was Parade Marshal; and C. M. Scott, division manager, Earl White, operating superintendent, and Kirby Jones, superintendent of sales, served as Cavoil Commodores.



LIBERTY BOOTH. Walter Cooley, Liberty sales representative, and Randy McAlpine, Beaumont Division superintendent of sales, put finishing touches on our Company's booth at Liberty's Trinity Exposition.

Beaumont

The South Texas State Fair, held in Beaumont from October 17 to 27, was a sell-out success, and a number of Gulf Staters contributed many off-duty hours to help make it so.

Fred Tenholder, commercial sales representative, was chairman of the Fair Committee of the Young Men's Business League, which sponsors the annual event. As such, he was in over-all charge of the Fair. The only other Gulf Stater in recent years to hold such an honored position was G. H. Rafferty, Customer Accounts, who was chairman in 1952, and to whom this year's fair catalogue was dedicated.

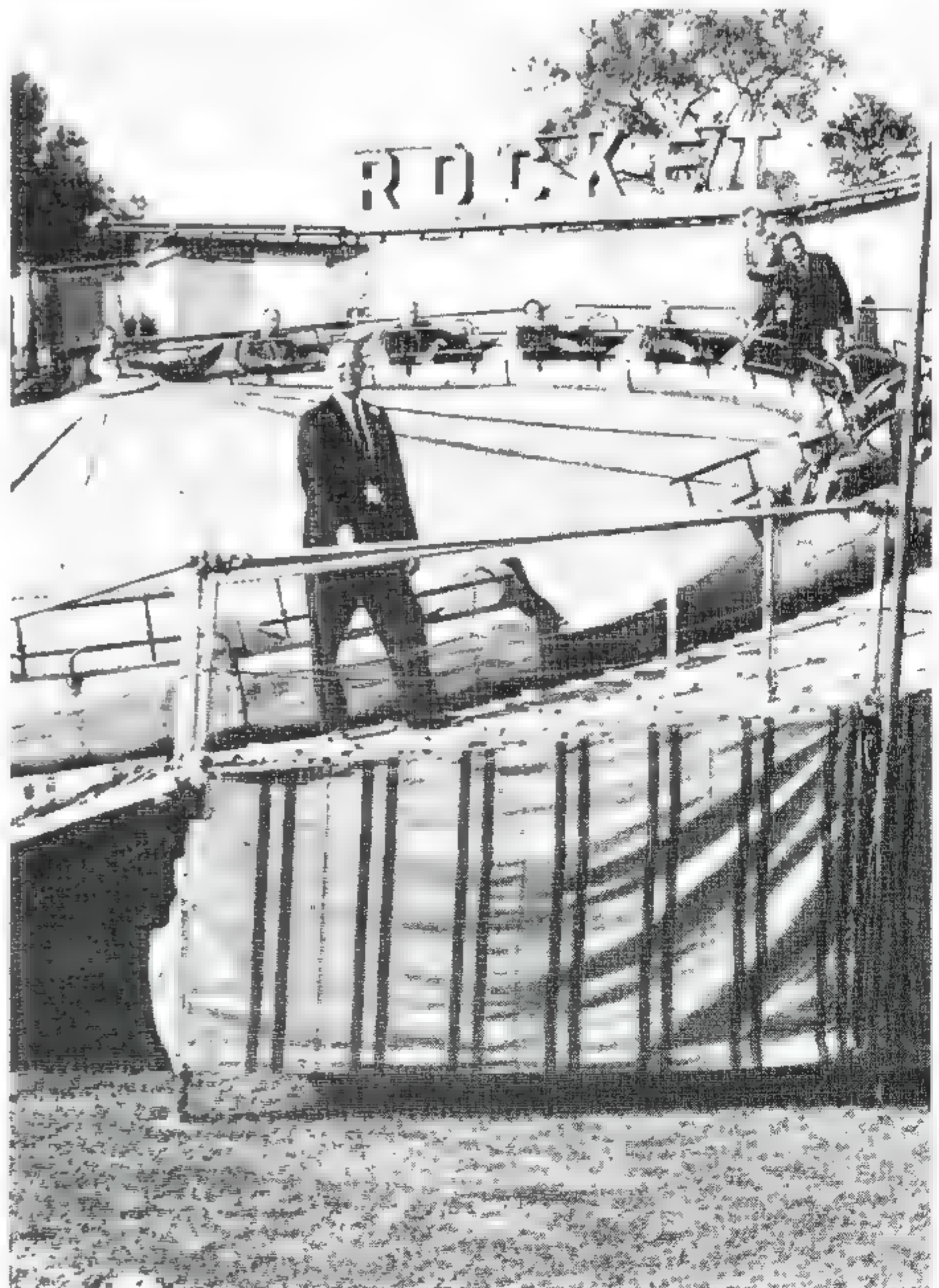
Mr. Tenholder was aided by other Gulf Staters, too. Aubrey Sprawls, area development engineer, served on the Livestock Committee; Joe McClelland, industrial engineer, headed up the FFA and County Agents Committee; Oscar Baxley, commercial sales, and Neill Jordan, industrial engineer, were on the Hobbies Committee. Bill Thomson, supervisor of commercial sales, was chairman of the Utilities Committee, and was assisted by Leroy Bodemann, industrial engineer.

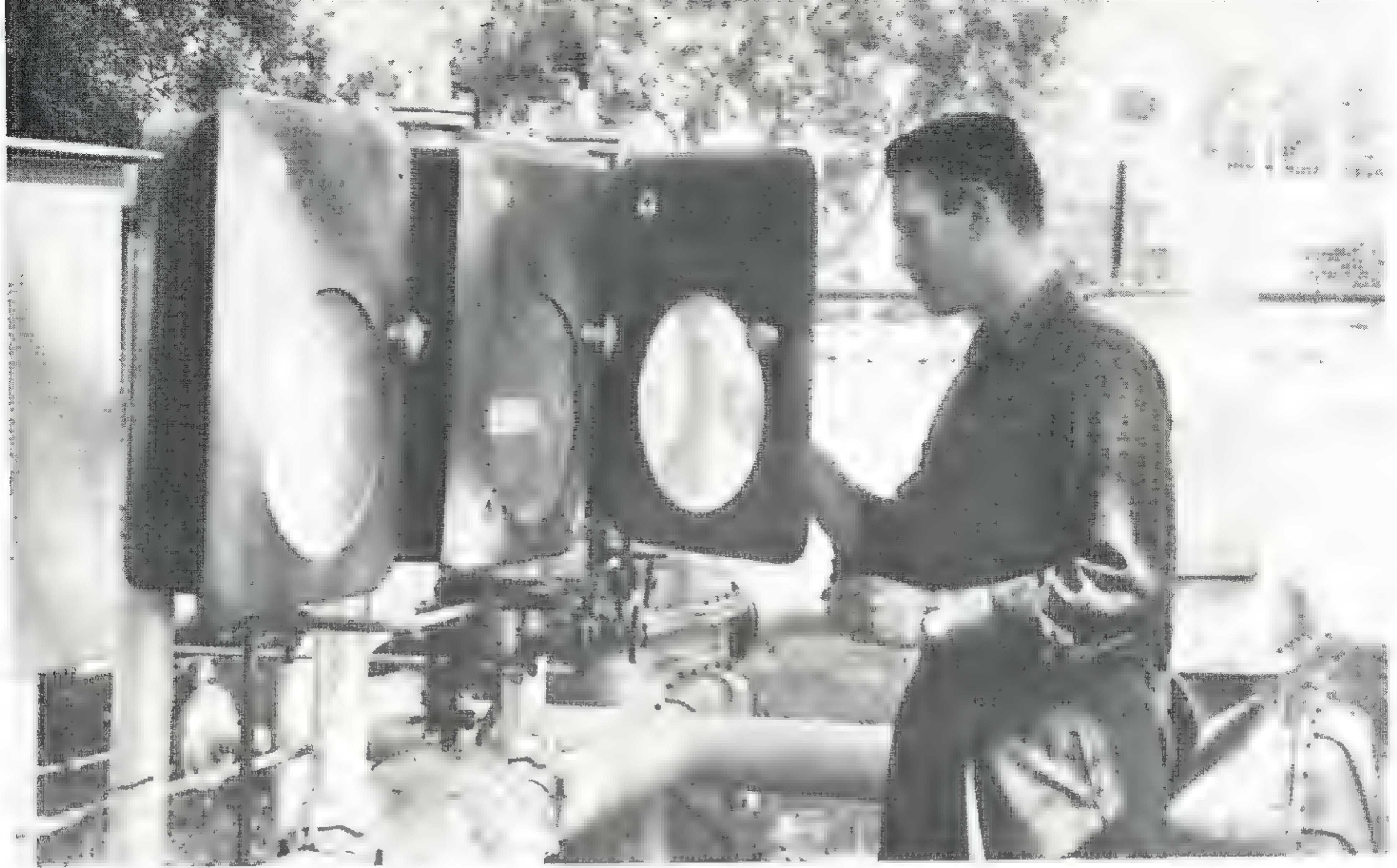
Many other Gulf Staters or members of their families also participated in the exhibits. Mrs. W. T. Buckley (he's plant accountant), won the grand prize in the hand-painted china ceramics exhibit, second prize in "ceramic fruit", and first prize in ceramic sets. Mrs. P. R. Simon, wife of "Pete" Simon, Rate and Depreciation Department, won second in ceramic sets. Mrs. J. B. Bishop, Jr., won a prize for her mosaic coffee table (her husband is "Brooks" Bishop, in Residential Sales). Parker Allen, system residential sales manager, won a prize for his driftwood lamp and flower arranger. Jimmy Grimes, Engineering, won a prize for his adult stamp collection. Paul Anawaty, son of Maurice Anawaty, T & D Department, in collaboration with two friends, won a special award for their German electric train and railway. C. P. "Red" Jordan, T & D Line, and Henry Marino, Engineering, won a first place prize for their coin collection. Charlotte Hoepner won a prize for her painting of Judy McAlpine, wife of Randy McAlpine, superintendent of Beaumont Division sales.



BEAUMONT BOOTH. Our exhibit at the Fair in Beaumont was a big hit with the ladies, as this picture shows. Oscar Baxley was "working" the booth at the time; he can be seen in background.

"OUR MAN AT THE FAIR." Fred Tenholder, this year's Fair Chairman, poses in foreground at a ride at the Beaumont Fair, as other GSUers who devoted time to the Fair take their seats for a whirlwind ride. From left, they are, Ralph Spafford, Don Huffman, Gene Tillery, Ken Maxwell, Arthur Wilson, Harold Sandefer, Thelma Carson, Bonnie Thompson, Ed Revere, Glenn Haines, Billy Creel, and Brooks Bishop.





CHECKING REGULATOR STATION. Don Bateman, Gas Department engineer, checks the main regulator station on the campus of Louisiana State University, near Tiger Stadium. The university purchases the gas

from our Company, distributes it through its own pipes. Our Gas Department serves 53,000 customers and last February delivered a peak load of over 1 billion, 169 million cubic feet of gas.

In Baton Rouge . . .

Gas Department Warms Up For Winter

THIS is the "Go-go-go" season for our Baton Rouge Gas Department, only one of its kind in our system. The 100-plus members of the department have been feverishly preparing for the winter peak demand in direct contrast to the electrical end of the business, which has seen its high peak in the summer months and will devote much of its time this fall to construction and improvements throughout our farflung transmission and distribution system.

An accurate winter warning device is activated when the first cool spell breathes over the city. Then the service desk at the Gas Department's new Service Center on Choctaw Drive receives calls asking servicemen to "please come light the furnace."

That's a very important customer relations job for the department's 34 servicemen, according to Department Superintendent Cooper J. Spengler.

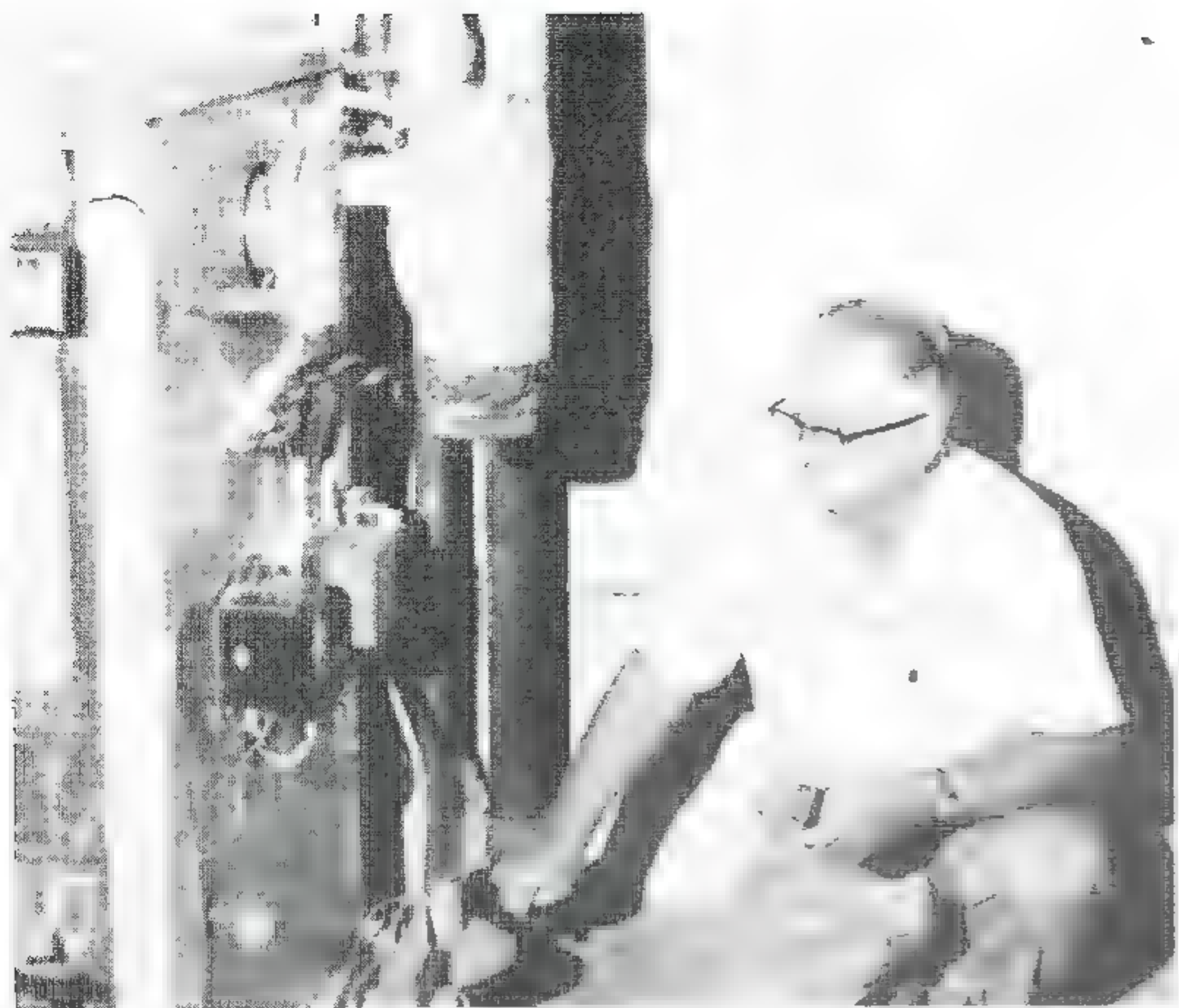
"It's a courtesy service that we started some

years back," he says, "But which has become so popular with our customers that we are sometimes hard put to get our other important jobs done."

The servicemen keep busy performing other duties in preparation for the winter months. Lines have to be checked for leaks, and usually that is done by an independent survey group which checks for sick-looking vegetation in the vicinity of our underground pipes—a good indication of leaks. Our "leak detectives" also use their noses, because the normally odorless gas has been odorized with a strong distinctive smell.

Another job that has to be done in preparation for winter is that of checking the main regulator stations, both high-pressure and low. These regulator stations work in a manner similar to the electric substations: They either step up gas pressure or decrease it.

The "King Boosters" have to be checked regular-



LIGHTING UP FOR WINTER. Price Adams, serviceman first class, lights the pilot on a commercial type heating system, while checking for leaks. Servicemen also adjust burners, give water heater service and answer other customer calls pertaining to their gas service.



REPLACING OLD PIPE. A 31-year old gas main in an older part of the city is replaced with newer pipe by Foreman F. Van Busch (in foreground), and his crew. Behind Mr. Busch is M. L. Day, engineering assistant. Crew is using a power-driven water boring machine to bore a hole underground to avoid tearing up planted surface—which helps maintain good public relations for our Company.

ly. These devices automatically boost gas pressure on demand, like a voltage regulator on electric transmission wires.

There are three primary odorizing stations where the gas that is piped from gas fields is “perfumed.” This operation also has to be given a pre-winter checkout by servicemen.

Winter operations at the Gas Department are in some ways similar to those of the Electric Department during the summer. For instance, usually a leak or service interruption is temporarily patched until a warm day comes before service is cut off for full-scale repairs. But there’s a difference, too, between the methods of restoring the service after repairs. The electric T&D crews restore service to an entire neighborhood with one operation. Gas servicemen must restore service to each house or customer *individually*, and turn the meter on, after safety-checking all lines and appliances in the house for possible leaks. He also has to be sure that heaters are working and that the pilot is lighted correctly.

It’s no wonder that when a Gas Department man passes a repair crew at work with borers, diggers and ‘dozers, he says a little prayer: “Please, don’t let them burst that pipe!”

WORKING FOREMAN. Foreman in the Construction and Maintenance section do all the required welding and pipe fitting. Here, J. A. Leteff is brazing a new nipple tap on a high-pressure main in order to tie one main into another. His crew is replacing a 30-year old main.





LAFAYETTE UG WORKERS MAKE FINAL REPORT. This year for the first time, the Lafayette employees United Givers drive was conducted by the officers and members of the advisory committee of the Lafayette Local of the Independent Electrical Workers Union. This year's drive showed an increase of 40% over the previous year. Campaign work-

ers were, left to right, Horace Lacombe, Lester Gauthier, Hubert Faulk, Claude Patin, Douglas Provost, Harry Guidry, William Sheets, Henry Legnon, and John Landry. Mr. Legnon, president of the Lafayette Local, was United Giver's Keyman for the Lafayette employees. Employees throughout our system helped make their community drives successful.

Throughout Our Service Area . . .

United Fund Campaigns End

LAST month PLAIN TALKS began totaling up the results of our "Once-For-All-Giving" campaigns from a money standpoint. It is impossible to total up the good which will be done by the contributions or the satisfaction the contributors received.

This month we wind up our salute to the United-fund raising drives and to the people who gave their time to help the campaigns reach their goals.

In Baton Rouge, a total of \$10,527 was given by 770 employees. This was \$687.63 more than was contributed last year. General campaign chairman for the Baton Rouge Employees United Givers Drive was Calvin Oubre. Co-chairman of the drive was Bill Tholborn.

Campaign workers in the T&D Department were Cerey Fontenot, M. R. Williams, Ray Jackson, W. T. Stewart, Tom Carr, Floyd Gonzales, and W. B. Mc-

Morris. Substation campaign workers were Vernon Young, Fabian Daigle and Ray Price.

Volunteer workers in the Gas Department were Mark Couvillion, A. G. Goudain, Sharkey Bergeron, George Simoneaux, Van Bush, and J. A. Leteff. At Willow Glen contribution solicitations were made by Lourey St. Pierre and D. V. Garon. The Rural District campaigners were L. C. Christian and Ralph Shirley.

In the Service Department seeking contributions were Richard Hughes, Roland Sheets, J. C. Melancon and L. F. Donaldson. Campaigners in the Sales Department were A. E. Glover and Jack Worthy.

The Accounting Department had as their campaign workers B. R. Garrison, Edna Earl Fisher, Irene Serpas, and Virginia Harrison. At Louisiana Station, United Givers workers were H. J. Desselles, James Gremillion, Raymond Harris, W. B. Carpenter, George Jolissant, Robert Rose, C. A. Ibach,

Valdemar Westh and J. D. Fleming. C. B. Barron was in charge of the department heads solicitation.

In Conroe, credit for the employees 100% contribution to the Montgomery County United Fund goes to B. F. Sparks, chairman of the employees' gift solicitations. W. E. Dinkins, Conroe District superintendent was the first vice-president of the county United Fund.

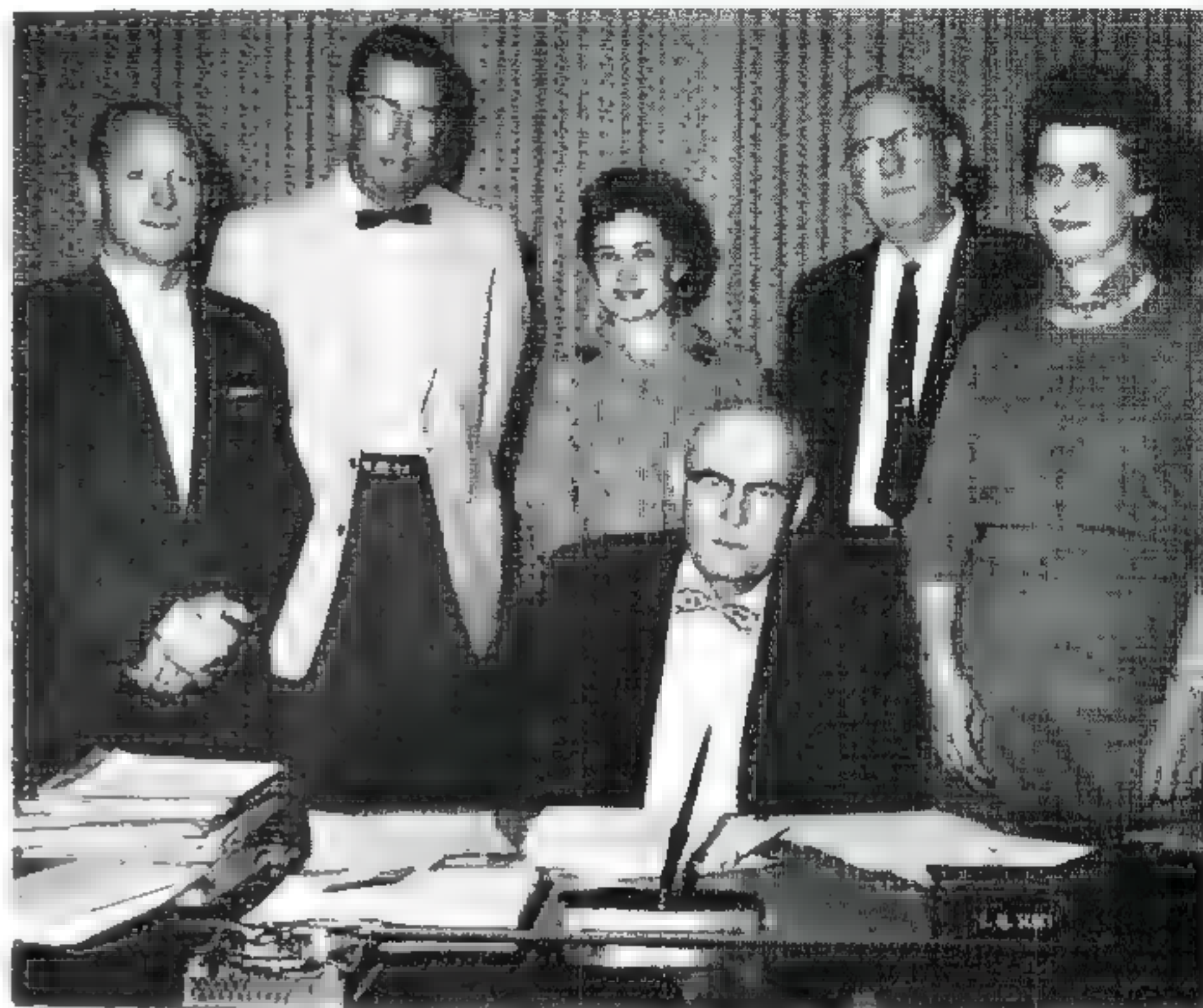
In Lafayette, employee contributions showed a 40% increase over last year's contributions. This year for the first time the United Givers fund raising campaign was conducted by the officers and members of the advisory committee of the union local. Keyman for the campaign was Henry Legnon, president of the local.

Working with Mr. Legnon were Horace Lacombe, Lester Gauthier, Hubert Faulk, Claude Patin, Douglas Provost, Harry Guidry, Williams Sheets, John Landry, Russell Bonnet, Murphy Guidry, Honore Miller and Oray Hernandez. Jim Richardson, industrial engineer, and Rufus Mier, commercial sales representative, worked on the solicitation committee of the Industrial Division of the Lafayette Parish United Givers.

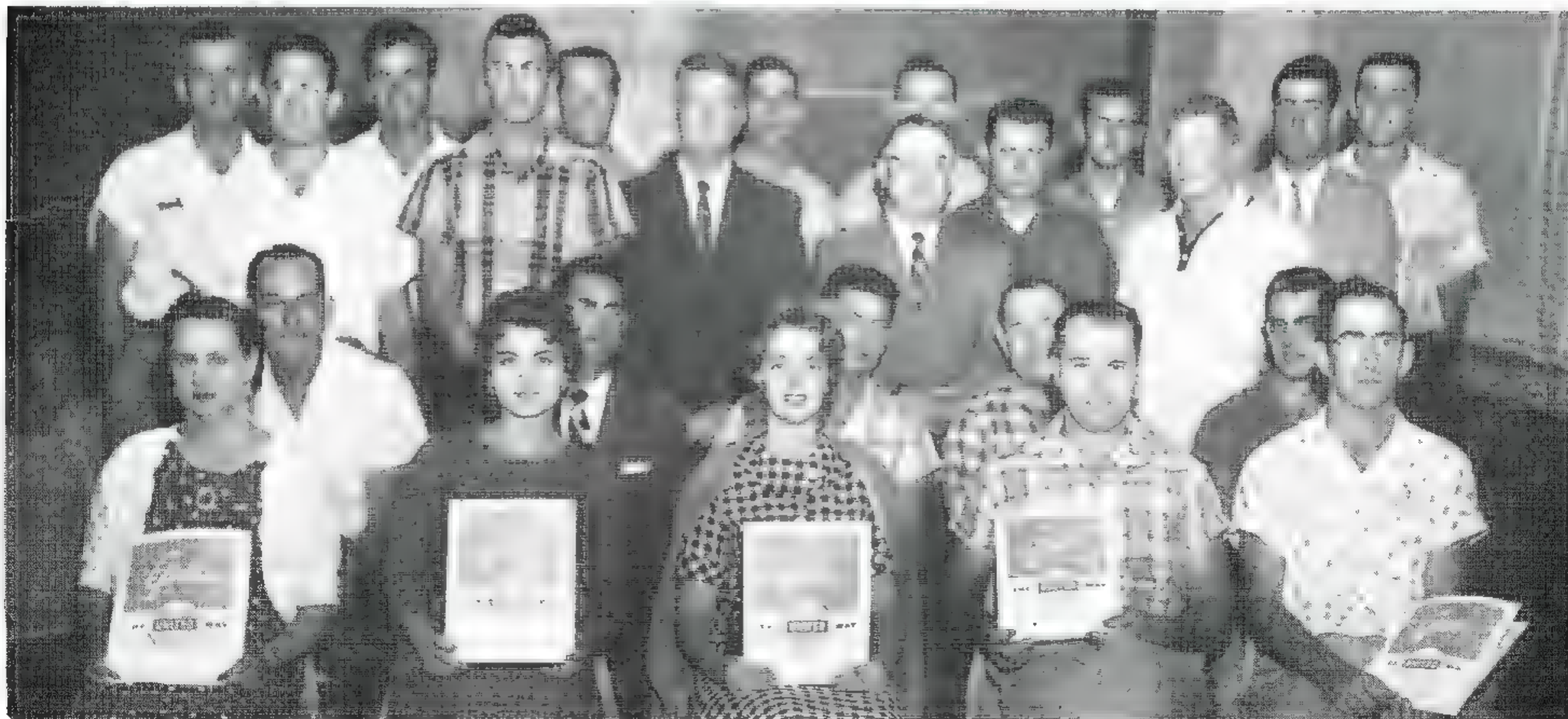
In Port Arthur, C. M. Scott, division manager, was chairman of the Transportation, Utilities and Communications Division of the Port Arthur-South Jefferson County United Fund. Working with Mr. Scott were Virgil Shaw, industrial engineer, C. G. "Blackie" DeCuir, supervisor of residential sales, Earl White, operating superintendent, R. W. Dunham, chief clerk, Accounting Department. Fair

share banners were won in Port Arthur by the Appliance Repair Department, the Sales Department and the supervisory personnel. The supervisory personnel contributed 100% this year.

Although the campaigns are known throughout our service area by various names—United Fund, United Appeals or United Givers—all Gulf Staters can be proud of the share they had in making these campaigns a success.



PORT ARTHUR UF CAMPAIGN CHAIRMEN. Working hard to help put the Port Arthur and South Jefferson County United Fund drive over the top were these chairmen: left to right, Jack Saxon, Sales Department; Don Boring, T&D Department; Rosemary Vaught, Supervisory; R. W. Dunham, general chairman for the employees drive; Theresa McFarland, Accounting Department; and C. M. Scott, division manager.



HELP INCREASE UG CONTRIBUTIONS. This group of Baton Rouge employees, acting as campaign chairmen, played a big part in the \$687.63 increase in employee contributions to the Baton Rouge United

Givers Fund over the previous year. The 770 Baton Rouge employees pledged a total of \$10,527, or an average of \$13.35 per employee, to this year's East Baton Rouge United Givers fund.



INSTALLED 37 YEARS AGO. J. H. "Jim" Heslar, president of Metal Services Inc., surveys the substation at Pure Oil Company's Smith Bluff Refinery. Mr. Heslar was superintendent of engineering and construction at the refinery at

the time of his retirement. He installed this substation in the heart of the refinery in 1923, some 37 years ago, and according to Mr. Heslar, "to date not one nickel has been spent for maintenance of the steel in the structure.

This steel was hot dip galvanized after fabrication at an approximate cost of 10¢ per square foot. Today, structural steels averaging 300 square feet of surface area per ton can be galvanized for about 20¢ per square foot."

In Port Neches . . .

A New Galvanizing Company Combats Corrosion

In Our Area and on Our Steel Transmission Towers and Substations.

AS most Gulf Staters know, the common woodpecker, in spite of his attractive plumage and colorful antics, is considered quite a worry wart by our T & D men who work with the wooden poles and cross arms so necessary to our transmission and distribution network.

But just as worrisome to our fellow workers are the corrosive attacks of Mother Nature on the many steel transmission towers, micro-wave structures, substations, and power stations maintained by our Company. While there's not much we can do about controlling the elements, we can combat corrosion, long the arch enemy of industries subjected to the troublesome and often salty atmosphere of the Texas and Louisiana Gulf Coast. Our Company's best means for fighting rust is to galvanize those metal struc-

tures exposed to the eccentricities of Mother Nature.

Galvanizing Not New

Although galvanizing is far from new, (originating from the older process of tinsplate production and described in 1742 by the French chemist Malouin) its use is becoming increasingly popular again as business and industry become more conscious of mounting maintenance and replacement costs. To give you an idea of the staggering heights of these costs, the American Zinc Institute has stated it amounts to \$6 billion a year.

For a number of years zinc has been considered the best corrosion-protector, for not only does it serve as a barrier to seal out corrosive moisture, it also provides added protection through galvanic action, sacrificing itself slowly

in the course of saving the base metal from rust. In effect, zinc prevents rather than cures the results of corrosion.

Molten zinc readily alloys with steel to form a tight surface bond and for this reason these coatings are extremely rugged, resistant to abuse, and provide a virtually impregnable mechanical barrier to corrosive moisture. The amount of protection gained through galvanizing depends upon the thickness, within limits, of the zinc coating.

The addition of a new hot-dip galvanizing firm to the coastal industries of Texas and Louisiana was the determining factor in the organization of Metal Services, Inc. of Port Neches, Texas. MSI, which opened for business in September, 1959, has the largest galvanizing kettle in the United States.

The plant is located in the heart of the Golden Triangle to more effectively serve the Sabine Neches and Gulf Coast industries. Their galvanizing kettle measures 45 feet long, is 62 inches deep in zinc, and is 50 inches wide. By installing such a large kettle, the firm is able to accommodate those industries presenting large pieces of metal for galvanizing. The services performed by this industry will be of interest to area boat owners, many of whom like to lengthen the life of their boat trailers through galvanizing.

The plant's location, between Beaumont and Port Arthur on highway 347 and the KCS railroad, makes it practical to galvanize in this area and save on freight and shipping costs. Before the plant was built, material to be galvanized was sent either to Houston or New Orleans.

Cooper Hawthorne, vice president and general manager of MSI, explained the hot-dip galvanizing process in the following manner. "Iron or steel to be galvanized is first cleaned of all grease, oil and superficial rust in a caustic bath. Then the article is passed through a chemically controlled pickling acid until it is completely clean of oxides and scale—down to base metal. After pickling, products are rinsed free from acid and loose iron salts.

Must Be Clean

"Since the completely clean iron or steel can quickly develop a slight rust film, the product is fluxed to maintain its cleanliness for the galvanizing bath. Fluxing is usually done by either the tank method or with a flux blanket created across the top of the galvanizing kettle. In the tank method, the product is dipped into a liquid flux bath that provides a thin protective film which will volatilize upon contact with molten zinc. This bath also absorbs any trace of iron salts which may have escaped after the pickle rinse. When a flux blanket is created across the top of the galvanizing kettle, the blanket removes any iron salts or foreign matter when the steel passes through this blanket, leaving the steel completely free to take on the zinc coating. We use both methods at MSI.

"In the actual galvanizing process, the product is lowered into the galvanizing kettle filled with molten zinc. In our kettle the temperature of the zinc bath is automatically controlled, around 840°-860° F, since too hot a bath would cause an unbalanced condition between the zinc-iron alloy growth and the relatively pure surface zinc. Too cool a bath would prohibit the

proper flow-off of the zinc when the product was withdrawn from the kettle, causing non uniform coatings through sags and runs in the zinc.

"To insure a uniform coating, the product is completely submerged in one dip. The immersion rate, immer-

sion period, and withdrawal rate are carefully timed to produce the best result. As the product is withdrawn, zinc from the bath is taken up to form an additional layer outside the zinc-iron layers which already cover the steel."



STEEL BEING GALVANIZED. These angular braces and tubular scaffolding have come from the pickling bath prior to the actual galvanizing process. The pickled steel is being lowered into molten zinc through a flux blanket as the initial step in galvanizing. These braces and

scaffolding will receive a coating that will give them 20-30 years of unmaintained corrosion protection. The galvanizing kettle at Metal Services Inc. is the largest in the United States, being 45 feet in length and containing over \$50,000 worth of molten zinc.

The infant of an anemic mother will frequently share her iron deficiency. The more severe the anemia, the more this is reflected in the infant at birth. To protect infants from iron deficiency anemia later on, mothers-to-be are cautioned to eat foods rich in iron: Liver, enriched and whole grain bread and cereals, red meats, egg yolk, green vegetables.

According to Electrical World, official publication of the electrical industry, interest is picking up in electric vehicles for the road and highway. At the beginning of the year there were 10 development projects underway involving electric automobiles and trucks. At least five firms are considering eventual production of electric vehicles.



EDUCATORS VISIT GENERATING STATION. This group of teachers from the Port Neches-Groves Independent School District put aside their chalk and texts, gave their students a day off and put on their walking shoes

and paid a visit to Neches Station as part of their Business-Education Day Program on October 12. Nineteen teachers made the tour of the giant Beaumont generating station.



A LOOK AT AUTOMATION. Charlie Lopez, office engineer at Neches Station, explains how the Central Information System helps to keep the plant operating most efficiently and economically.



CONTROL ROOM VISIT. Doug Watkins, office engineer at Neches Station, tells the teachers how the control room equipment governs the plant's operations and output to meet load demands.

RAPT ATTENTION. The teachers got a close look at the armature of an auxiliary generator which has been torn down for repairs as Mr. Lopez explains how the large piece of machinery works.



On Business Education Day . . .

Teachers Tour Plant

"**TODAY**, students, I want to tell you about my Business-Education Day tour of Gulf States Utilities' Neches Generating Station. When we arrived at the plant we were met by some nice people, who . . ."

This story was repeated in the classrooms of 19 teachers of the Port Neches-Groves Independent School District after they made a tour of the Neches Generating Station on October 12.

These educators came, they saw, and they asked questions. They were seeking answers to what type of jobs are available in area industries and how they can best educate their students for these jobs.

Business-Education Day is sponsored annually by area industries to acquaint the teachers with their products, whether petroleum, chemicals, rubber, or electricity, and how they are produced. They also want to acquaint the teachers with the needs of the industries for well-educated students.

The Neches Station tour, as well as tours at our other generating plants, was designed to give the teachers a knowledge of what goes on behind their light switches. Their guides explained how the large pieces of equipment in the plant generate the needed electricity and how it is transmitted through miles of transmission and distribution lines to their homes and classrooms.

This year the teachers were the guests of the Port Arthur Division. C. G. "Blackie" DeCuir, supervisor of residential sales, Port Arthur, was in charge of the visitors. Hostesses for the tour were Dorothy Rea and Becky Jones, home service advisors, Port Arthur. Charlie Lopez and Doug Watkins, office engineers, Neches Station, conducted the group through the plant.

ECAP Ex-Committee Elects Chairman

CARL J. FORSBERG, president of Wisconsin Power and Light Company, has been elected chairman of the newly organized Executive Committee of the Electric Companies Advertising Program (ECAP). He will head the committee for one year.

Formerly known as the ECAP Finance and Advisory Group, the new Executive Committee will act on matters of policy and objectives as well as on financial aspects of the national advertising program. The committee will report to the ECAP Management Group which embodies top managerial representation of all supporting companies.

ECAP is in its twentieth consecutive year of operation and is sponsored by more than 100 investor-owned electric utilities, including our Company.

— * —

The nation's highest voltage electric transmission line went into operation on October 1 linking Claysburg and Saxton, Pa. The 13-mile 460,000 volt transmission line of the Pennsylvania Electric Company matches "high voltage of any line in operation anywhere in the world," said A. F. Tegen, president of General Utilities Corporation, the parent company.



NEW GARAGE AT BATON ROUGE. In Baton Rouge last week this new garage at the Service Center on Choctaw Drive went into service to handle the Company's 225 vehicles. The garage is the newest and, although not the largest in our system, it has more facilities to make repairs and grease and clean than any other. It is also the first building in our system that has been completely engineered by Company personnel, from original plans down through civil and mechanical engineering details. Design and

drawings for the building were prepared by the Building Design section of the Beaumont Engineering Department under supervision of Dan Poulson, office engineer-executive. Members of the section who worked on the project were Frank Peel, Ray Johnston, and Carroll Henry. Don Bateman, engineer in the Baton Rouge Gas Department, was liaison man between the Beaumont office and the contractor. The garage is heated by a floor radiant system, with copper coils under the floor circulating hot water.

TOP TEN SCORE

EACH month PLAIN TALKS keeps a score card on how the communities in our area rate on an average kilowatthours use per home customer basis. Here are this month's ratings.

Nederland	4,883
Liberty	4,739
Orange	4,736
Port Neches	4,662
Beaumont	4,578
Lake Charles District	4,391
Baton Rouge	4,363
Port Arthur	4,200
Sulphur District	4,120
Vidor	3,957



TWO AGGIES HONORED FOR FARM ELECTRIFICATION. Two agricultural engineering seniors from Texas A & M, Roy Baker, left, of Hico, and Buddy Teague, second from right, of Pecos, have each received a \$250 award from the P. T. Montfort Fellowship in Farm Electrification. The Montfort fellowship is a memorial to the

late P. T. Montfort, long a leader in farm electrification and was established and is maintained by the investor-owned Texas electric utilities. The awards were made by Homer Gibbs, second from left, rural service director of Texas Power & Light. Price Hopgood, right, is head of Agricultural Engineering at A & M.

Pounds Pose Problems

By Dr. Karl W. Anderson

IT is entirely understandable that in modern America, where a man will change cars simply because the new model gets away from a stop-light faster, the problem of taking off excess pounds is one which overweight persons would be glad to solve if it can be done quickly.

Surely, amid all this technical achievement, there must be some ready-made formula, some 24-hour cure to restore to the chronic heavyweight the same physique which he or she had at age 25 and which promises a greatly increased life span.

Unfortunately there is not. Just as you didn't gain your excess poundage in a single day, so you can't reasonably expect to shed it overnight.

But that's no reason for becoming discouraged without giving the matter your honest and continuing effort.

A day or two ago I visited with a man in the midwest who is carrying at least 30 pounds more weight than is regarded as normal for his height.

According to the new concept of "ideal" weight established by the Society of Actuaries, this man is perhaps 45 to 55 pounds overweight. Little wonder that he is a bit touchy on the subject.

He said to me with an expression bordering on martyrdom, "Doc, I tried that 1,000-calorie diet for a solid month. I never even took a drink during that time. At the end of 30 days I had lost only one-and-a-half pounds."

It was obvious that he felt his experience disproved the value of the 1,000-calorie-a-day menu. But it really did not.

In the first place, I am not absolutely

sure this man stayed with that diet during each of those 30 days. But it is significant that he did lose some weight. While he did not shed it as rapidly as he hoped or expected, he nevertheless succeeded in reversing a prolonged and steady upward trend.

Had he kept at it, instead of insisting on a miracle and falling back on the familiar excuses, I am confident that he would gradually have gotten down to the weight he enjoyed in his mid-20's—and he would be feeling better because of it.

Some fat persons fear that reduction in weight will weaken or otherwise harm them. They think that if they thin down they will become more subject to illness and disease. Actually, the opposite is true.

Others point hopefully to the amount of exercise they get, but exercise is greatly overrated as a deducer. You need to climb 20 flights to lose the weight put on by four level teaspoons of sugar.

Fat cannot be massaged off. Like-

wise, no effective and harmless reducing drug is known to medical science, with the exception of thyroid extract, which is used in those rare cases where thyroid deficiency is actually the cause of excess fat.

But less than one per cent of overweight people have thyroid deficiencies. All others will find this thyroid extract useless or harmful.

So-called "reducing prescriptions" usually work by numbing the appetite or by otherwise disturbing bodily functions. The appetite-numbing type of drug may occasionally be prescribed in limited amounts by a physician to make it easier for a patient to adhere to a reducing diet.

Such preparations, however, should be used only if, and as prescribed, by your doctor.

The one permanently helpful prescription is the one which reads: "Eat those foods which you most enjoy, but eat small portions and keep the total at a level where food intake does not exceed energy output."

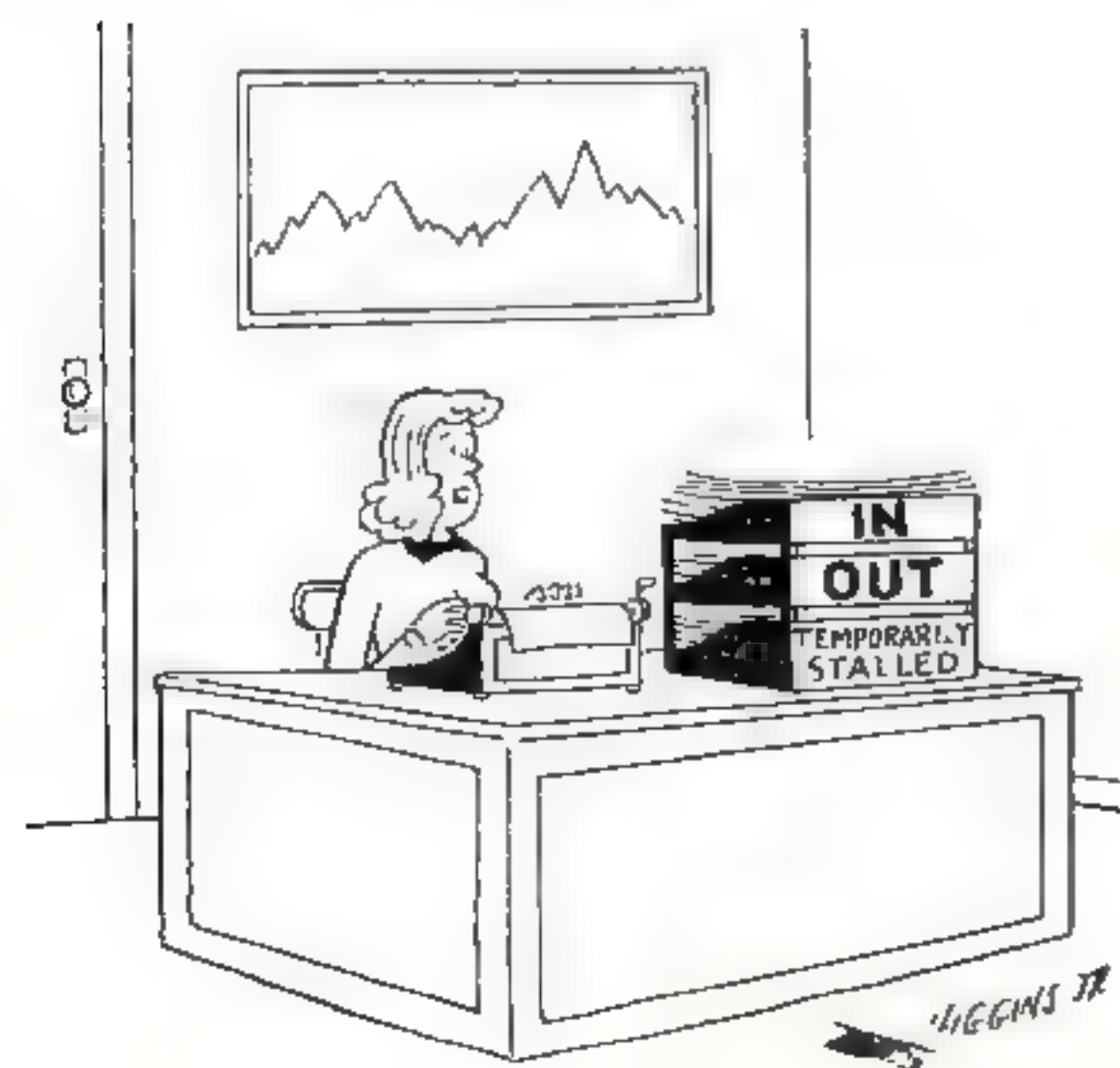


Thrift Plan Investments

Purchases of Gulf States Utilities Company stock made by the Trustee during October covering employee deductions and Company contributions through September were as follows:

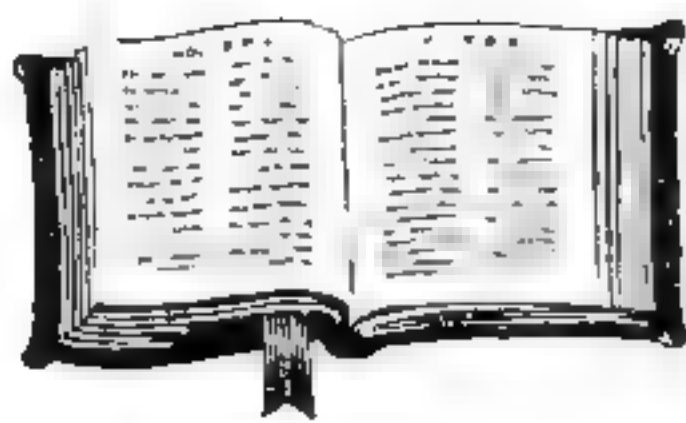
Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1777	\$63,025.06	\$35.467114
\$4.40 Preferred	110	10,002.50	90.93182

The Trustee deposited \$32,190.39 with the Savings Department of The First National Bank.



BIBLE - BREAK

a monthly column



by Ruby Lee Adams

PALESTINE, where most of the events described in the Bible took place, is one of the world's most famous lands. It is sacred to three great religions, Christianity, Judaism and Mohammedanism.

Palestine has been distinguished by different names. It is called the land of Canaan in some parts of the Scripture, because it was inhabited by a people called the Canaanites before the Israelites settled there. It is called the land of Promise because of the Divine promise to Abraham, when he sojourned there as a stranger, that it should be given to his descendants for an inheritance.

From the names of the nation to whom it was given, it is called the land of Judah, the land of the Hebrews, and the land of Israel.

Because it was chosen by God as the country in which His true worship should be preserved, and was long honored with his presence and care, it is often called the Holy Land, and Hosea calls it "the Lord's land."

The name Palestine is an ancient one; it appears in Exodus 15:14. It means the land of the Philistines, an important people among the nations by whom it was first settled, and was later extended to include the whole country of Canaan.

From a distance we have regarded Palestine with the wondering eye of a child. Because it has been a country of great deeds and great thought and great men, we assume that it must be a country great also in area. But it is not in size or physical characteristics proportioned in the moral and historical position as the place of the most momentous events in the world's history. Historic Palestine covers an area of only around 10,000 square miles, not much larger than the state of Maryland.

— * —

Miss Lee Foehr, utility employee in St. Louis, Mo., offers this rhyme:

Drive with care!
Those little tots
May some day buy
Our kilowatts



BACKWARD GLANCES

NOWDAYS when large, ocean-going ships dock at any one of the thriving deep-water ports in the area we serve, it's a matter of routine. Not so in the old days, as these 52-year old photographs indicate. The large, flower-bedecked and well dressed crowd, braving the rain, is waiting for the first cargo ship to dock and inaugurate Beaumont as a deep-water port. The date was October 10, 1908. The dock was at the foot of Hickory Street. The ship was the steamer, "Nicaragua." And, of interest to Gulf Staters, the stacks in the background belong to the old power and ice plant of one of our predecessor companies, the Beaumont Ice, Light & Refrigerating Company.

Let's see what else was going on around the time this photo was taken.

According to J. B. Coltharp's "Story of Electric Service in Beaumont," things were stirring a half century ago in the lumber and oil rich "Queen of the Neches."

* * *

"W. Ruthenburg came here from Milwaukee to install two 220 hp. diesel engines in the Tevis Street Plant.

* * *

"The D.C. (current) was used primarily for fan-motor service, but occasionally lights would be served from

the D.C. where the A.C. lines did not serve that particular locality.

* * *

"Rubber gloves were used; at least they were available.

* * *

"The biggest power customer was the Oil Well Supply Company on Hickory Street between Travis and Main Streets.

* * *

"The Company ran advertisements in the newspapers informing their customers that they would get more light for their money if they would keep their lighting fixtures clean. In the same advertisement customers were informed that it was not necessary to wait for their lights to burn out, but if they would just bring the lights in as they acquired that 'black look' the Company would gladly replace them free. The practice of free lamp replacement was discontinued about 1910.

* * *

"Rent on a five-room cottage was about \$20.00 per month."

* * *

PLAIN TALKS is indebted for this peek at the past, to Mr. Coltharp, now system operations manager in Beaumont, and R. L. Brown of Beaumont who permitted the use of his photographs.





Mr. Flanagan



Mr. Waldron

Engineering Dept. Promotes Mel Cole

THE promotion of Melvin S. Cole, System Engineering Department, Beaumont, from engineer to application engineer was recently announced by R. W. Sherwood, engineering manager, Beaumont.



Mr. Cole

Mr. Cole's promotion was effective October 16 and he will report to A. M. Melancon, supervisor of standards.

A native of Merryville, Louisiana, Mr. Cole received a bachelor of science degree in civil engineering from Louisiana State University. He came to work for our Company on April 1, 1957.

LeBouef Promoted To Section Head

STANLEY J. LEBOUF, JR., formerly a senior engineering assistant in the Orange District T & D Department, was promoted on November 1 to the position of section head of the Orange T & D Department.

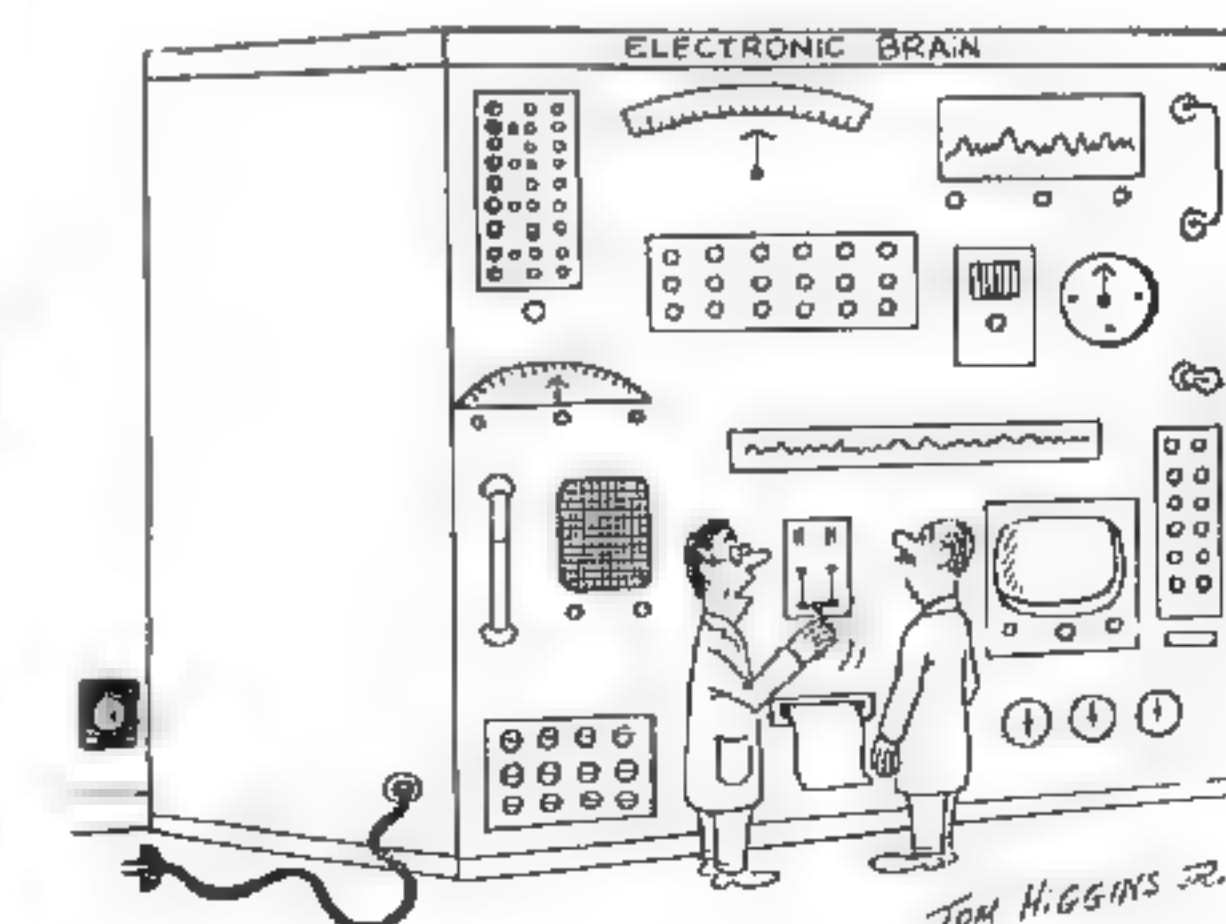


Mr. LeBouef

A native of Orange, Mr. LeBouef came to work for the Company on July 22, 1946,

after serving two years in the United States Navy. He was employed as an engineering helper in Orange.

In January, 1948, he was promoted to engineering assistant and became a senior engineering assistant in January, 1951.



"That's funny—it worked fine yesterday—think there could be a malfunction in the oscilloscope demodulator between the horizontal and vertical deflectors?"

Two Will Retire December 1

DECEMBER 1 will find two employees ending long careers in the utilities field. They are James B. Flanagan, T & D Department, Beaumont, and Charles L. Waldron, Production Department, Riverside Station, Lake Charles.

Mr. Flanagan

Mr. Flanagan is a forty-year employee who came to work for our Company on July 9, 1920, as a helper in the Beaumont T & D Department. His entire length of service has been spent in Beaumont.

Working his way through various positions, Mr. Flanagan became a substation operator in 1941. He served in different substation operator classifications until he was promoted to substation operator, class A, in October, 1954.

A native of Crowley, Louisiana, Mr. Flanagan worked in the oil and shipbuilding industries prior to coming to work for our Company.

Mr. Waldron

Coming to work for our company on January 19, 1929, as a boilermaker in Port Arthur, Mr. Waldron advanced to switchboard operator in 1934. In 1938, he was promoted to watch engineer and in 1950, he was transferred to Riverside Station as a second fireman. He was made a repairman in 1958. He holds this position at the time of his retirement.

Prior to coming to work for GSU, he worked for various railroad and boiler contract shops. Mr. Waldron is a native of Lake City, Florida, and received his education in the public schools of Mayo, Florida.

SAFE DRIVERS FOR SEPTEMBER

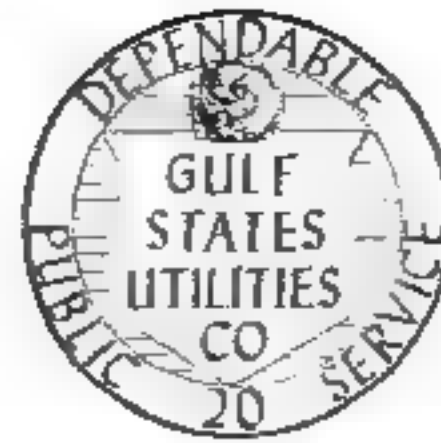


SEPTEMBER FIRST PLACE WINNER. C. M. Scott, Port Arthur Division manager, presents Mamie Voyles, home service advisor, Port Arthur, with her \$25 for the September safe driving award.



SEPTEMBER SECOND PLACE WINNER. Leslie Kent, left, assistant general line foreman, Baton Rouge, is being presented his \$15 check by J. W. Kirkland, operating superintendent.

SERVICE AWARDS



Ruby Kessler
Engineering
Beaumont



E. L. Priest
Distribution
Beaumont



S. F. Krebs
Distribution
Beaumont



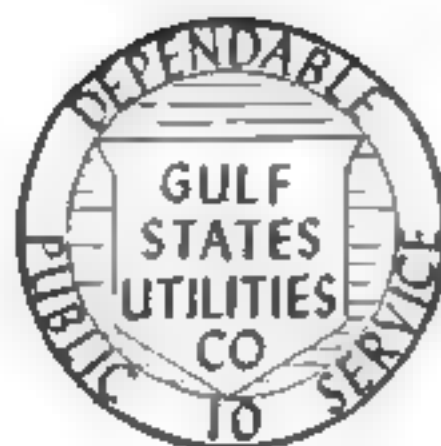
C. A. Glover
Local Superintendent
Gonzales



D. A. Fagg
Production
Beaumont



R. R. Gautreaux
Production
Baton Rouge



Henry James
Distribution
Navasota



Ennis McClain
Distribution
Navasota



Ernest Branch, Jr.
Distribution
Navasota

SAFETY SAYINGS

Last Month's Winners



John Warmack (left) submitted this entry: "Now I know why they say, 'wear gloves'."



Edgar K. DeWoody (right) submitted this entry: "Aw! Who needs gloves?"

THERE will be only two more "Safety Sayings" contests. So hurry and get your "saying" in for this month's contest.

A large number of "sayings" were received in last month's contest, announced Frank Jones, Beaumont Safety Department. Winner of the first place prize of \$15 was John L. Warmack, System Production Department, Beaumont. Edgar K. DeWoody, Lake Charles Service Department, won the second prize of \$10 for his saying.

Be sure and enter your saying for this month's cartoon. Clip out the cartoon and write, in your own words, what you think the accident victim should be saying (or thinking). Entry which, in the opinion of the judges, does the best job of selling safety and is most appropriate for the situation will win \$15. A second prize of \$10 will also be awarded. All regular employees, except those in the Personnel and Advertising Departments, are eligible to enter.



Send your entry for this month's cartoon, pictured above, to Frank Jones, Safety Department, Beaumont. Deadline for this month is November 30.



POWER GRID SKULL PRACTICE. Dr. Pier A. Abelti, Project EHV manager for GE, presides at Transmission Planning Conference and points

out features to be employed in the experimental 750,000-volt line. The line will have twice the voltage of existing high voltage lines.

Industry Studies

"Project EHV"

WITH America's electric utilities like our Company planning to double generating output by 1970 and double again by 1980, it's obvious that a considerable amount of time and money must be pointed toward increasing the capacities of our power delivery routes—the high voltage transmission lines which span the U.S.A.

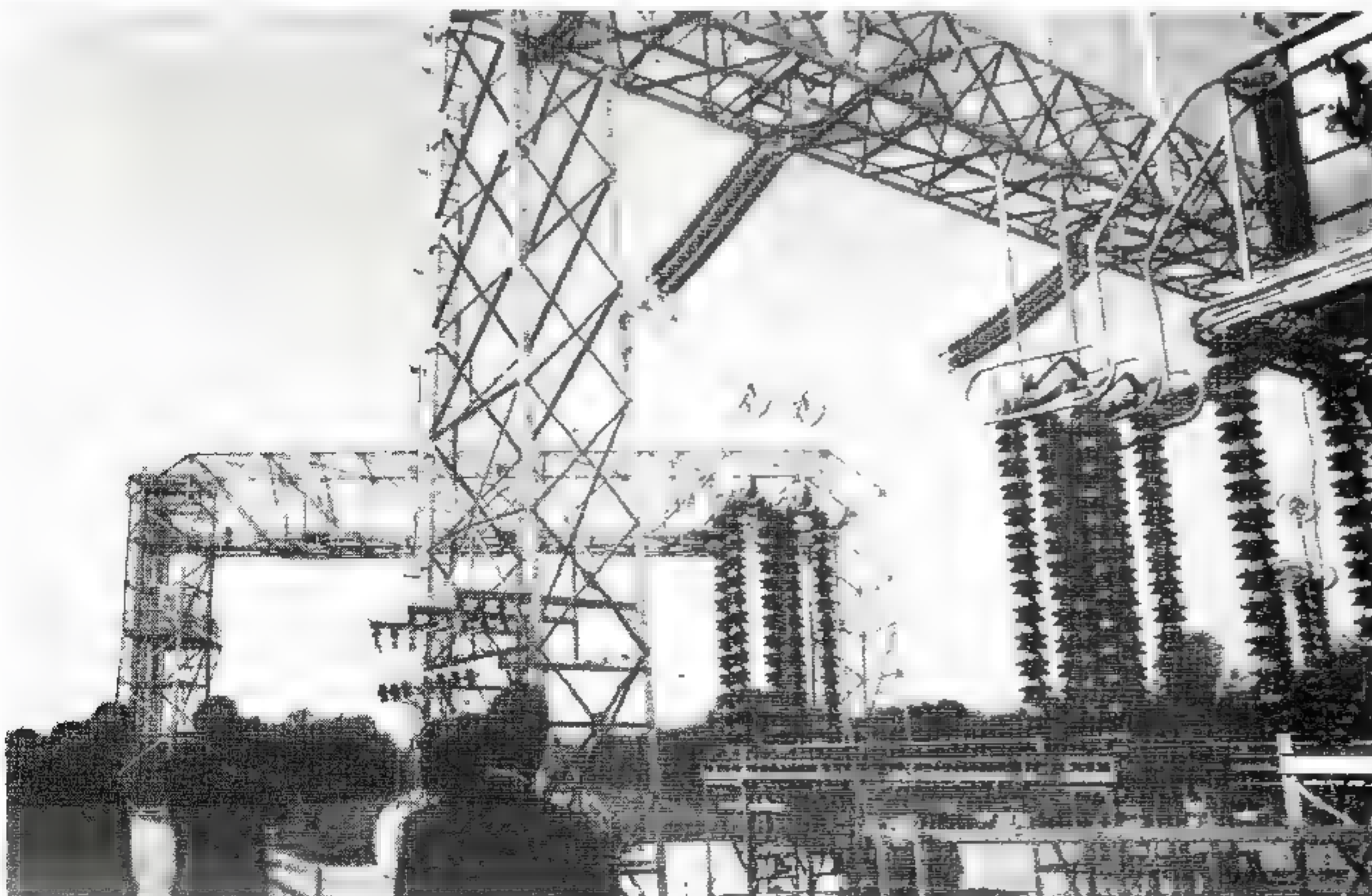
Our industry's crystal ball gazers, the planning engineers, met recently with General Electric Company engineers, to exchange views on a project

which is rapidly becoming a byword in the industry—Project EHV—for "extra high voltage."

Along with planning engineers from all over the country, Austin Mary, system superintendent of planning, Beaumont, attended the GE-sponsored one-week seminar which brought the problems of growing transmission facilities into sharp focus at GE's experimental plants at Schenectady, New York, Pittsfield, Massachusetts, and Philadelphia, Pennsylvania.

HIGH POWERED PROTOTYPE. System planning engineers from all over America inspect one of General Electric's prototypes of an extra-high-voltage system. Austin Mary, system superin-

tendent of planning, Beaumont, is one of the group which attended the GE-sponsored "Project EHV" at Schenectady, N. Y., Pittsfield, Mass., and Philadelphia, Pa.



over the
**COFFEE
CUP**



GEORGE BLACKWELL and his son killed the limit (16) of grey and fox squirrels recently. The men at Louisiana Station are trying to find out where this "happy hunting ground" is. But the most George will say is that he was hunting in the Amite area.

Frances Conerly recently spent a week-end at Southeastern Louisiana College in Hammond. While there she attended the Southeastern and East Texas College football game which Southeastern won.

John Murray and **Judy Tucker** attended a "New Employees Training Program" in Beaumont during the first week of October. They attended conferences and lectures where they learned all about Gulf States.

Enjoying vacations at home watching the World Series on television were **E. P. Madsen** and **Al Glynn**. Mr. and Mrs. **George Bunch** spent their vacation in Bossier City, Louisiana, visiting their son and his family, the **Fred Bunchs**. **Lovett Young** and his wife visited in Texas. Hunting season opened and **James Gremillion** spent his vacation hunting.

The Short Circuit Club held a shrimp boil and dance at the U.C.T. Club last month with music by Ed Sanchez. A good time and lots to eat were enjoyed by all.

—By Gayle Miller

LAKE CHARLES

JACK and **Fannie Killough** are back from their vacation which they took recently. They toured parts of Colorado and really had a grand time. Jack is general line foreman in the Lake Charles T&D Department.

William M. Gibbs and **Francis E. Mathis** attended a supervisors training

Church Point Cook Wins Again

OUR residential sales representative at Church Point, Oscar "Paco" Borne, Jr. has double reasons for being proud of his prize winning Creole Cooking. "Paco," who was featured in PLAIN TALKS last month, again won the tri-color award at the Crowley International Rice Festival last month. His son, Randy, took top honors in the Junior division of the contest. Randy seems to be following in his father's foot steps.

"Paco," who has been winning ribbons in the cooking contest for a number of years, said he didn't know if he

was happier about his own accomplishments or about his son. Randy had keen competition in the Junior Division since the other entrants were girls who had had several years of home economics training and 4-H cooking experience.

This year "Paco" won his tri-color ribbon for his dove etouffee recipe. He previously held the same ribbon for his stuffed flounder. Randy took the top honors of the Junior Division with his stuffed squab with rice dressing. "Paco" also took the first, third and fourth place ribbons in the rice and meat and rice and fish divisions.

Parton, Harrison Carlin, Dude Compton, Wilfred St. Julien, Lester Lalonde, and Cynthia Trahan. M. M. Miller enjoyed three weeks just fishing and visiting friends and relatives in Louisiana and Texas.

E. R. Rauschenberg, general line foreman, took a trip to Nebraska for a pheasant hunting trip. We haven't found out yet how many he killed.

Cynthia Trahan, department clerk, Service Department, and husband, South Carolina football game on November 5.

—By Cynthia Trahan

program in Beaumont during October. Both are line foremen.

The past few months we had several people on our sick list. **Curly P. Rogers** is back on the job after being off for a few days due to an operation. We are all glad to see Curly back. He is toolroom attendant in the T&D Department. **Evelyn Hall**, wife of **Calvin Hall**, lineman in the T&D, was in the hospital for a few days in October. We all wish her a speedy recovery.

Travis R. Fox, who was injured in August when he fell off a pole, is back on his feet now and we hope to see him back to work real soon. Travis is employed in the Lake Charles Line Department. **Alvin J. Jackson**, T&D laborer, was off a few days due to an accident.

We have a couple of new people in the Line Department this month. **J. A. Cormier** is working in the Line Department this month for training purposes. Jerry comes from the Transformer Shop. We welcomed a new employee in October also. He is **Ralph D. Salmons** who was employed on October 25 as a helper in the T&D Department.

—By Margie Leone

THE Lake Charles office welcomes **Andre Dubus**, district superintendent, back to work after a complete recovery from surgery. He also brought with him the news of the arrival of his ninth grandchild, **Marjorie Michel**, born September 28.

Also on the welcome back list are two of our dependable clerks who have returned to the service desk. **Pat Young**, recently employed in Dallas, is back along with **Melvina Kroll** who had moved to Shreveport to be with her husband while he was in the service.

The service desk is losing another vigorous worker, **Faye O'Shaughnessy**. Faye is moving to Burbank, California,

to join her husband who is employed at Lockheed Aircraft Company. **Mildred Nunez** and **Glenda Farish** honored **Faye** in their homes with farewell parties.

—By Bess Richardson

J. T. "Rip" VanWinkle, substation foreman, spent several days in the Lake Charles Memorial Hospital recently. He was suffering from a virus.

William Atwell, Lake Charles Substation Department, was off duty several days due to an eye injury. Bill injured his eye while starting a lawn mower at home. He came back to work with his eye much better.

—By Jo Anne Burnett

LAFAYETTE

A number of Lafayette employees enjoyed vacations last month. Many of them just stayed close to home to watch the World Series. On vacation were **Russell Bonnett**, **Charles Breaux**, **Thomas Broussard**, **George**



CONGRATULATIONS DINK! **H. C. LeVois**, division manager, Navasota, presents **W. E. Dinkins**, district superintendent, Conroe, with the certificate awarded him for having successfully completed the course sponsored by Public Utilities Reports, Inc., covering economics and other important non-technical aspects of public utility organization, financing, management, operation and regulation. The presentation was made at the division supervisors meeting on October 20.



DURING the weekend of October 14-16, **Iris Land**, **Betty Welch**, and **Imogene Poindexter** — all of the 18th floor — attended the State Fair in Dallas. The trio thoroughly enjoyed the exhibits, the midway and one of the featured attractions, the musical comedy, "Flower Drum Song."

A hearty "Welcome!" was extended on October 25 to **Betty Schaefer**, a new employee in the Records Management Department. A native of Chicago, Illinois, Mrs. Schaefer has lived in Beaumont for the past eleven years. She has two children: a boy, **Mark**, four years old, and a girl, **Julie**, six years old.

Anticipating Thanksgiving, the girls of the Records Department enjoyed a covered dish supper in the new home of **Mr. and Mrs. R. J. Stout** on October 25. **Peggy** is employed in the Records Department and **R. J.** in the Engineering Department. The guests were served a Thanksgiving menu: barbecued turkey, dressing, green beans, cherry cola salad, relishes, hot rolls, iced tea and pie.

During the week of October 18-23, **Mr. and Mrs. Bill Tolbert** vacationed in West Texas, where they visited Mrs. Tolbert's aunt in Van Horn. En route, they toured the Davis Mountains, Del Rio, and San Antonio. Bill is in the Production Department.

Joe Robichau, Production Department, spent two and a half weeks in Cleveland, Ohio, attending the Bailey Heat Analysis Workshop. He left Beaumont on October 19.



SUMMER MAY BE OVER, BUT FISHING ISN'T. Proof of their fine catch of king and Spanish mackerel, barracuda and ling is shown by Beaumonters Herschel Campbell, advertising artist, Wyman Schumacher, Engineering Department, and Herschel Mathews, supervisor of advertising production.

The System Production Department has two new employees, **Doug Wilson** and **Jim Turner**. Both Doug and Jim finished an electronics course at Del Mar College in Corpus Christi. They are now in training to be electronic technicians.

During their vacation, **Mr. and Mrs. E. E. Figari** attended the thrilling 14-14 A&M-TCU football game in College Station.

Mr. and Mrs. Bob Haynes spent the week of October 10 on vacation. During the week, Bob killed several dove and caught nine redfish. On the weekend, Naomi, her mother, aunt, and cousin traveled to Tyler for the Rose Festival. They saw the parade, made two rose tours, and attended the rose show. Mr. Haynes is with the Production Department at Neches Station and Naomi is with the Production Department in the General Office Building.

Martha Side, previously in the Records Department, left GSU on October 28 to join her husband, **Ronnie**, in

MOSIACS BY DUNHAM. These mosiacs are only a portion of those exhibited by Wayne Dunham, substation operator, Port Arthur, at the Port Arthur Little Theatre during their recent presentation of "Inherit the Wind". In addition

Dallas where he was recently employed by the Chevrolet Division of General Motors.

Mr. and Mrs. Jimmy Booker and their daughter, **Sherrie Anne**, toured Arkansas during the first week of October. Among the many vacation favorites visited were the Boston Mountains, Eureka Springs and Hot Springs.

—By *Frances Linthicum*

CAROL SUMMERLIN, Beaumont PBX operator, left GSU on October 14, 1960, to become a full time housewife. Her friends gave a "going away" party in her honor and presented her with appropriate gifts for living it up at home. Carol, we'll expect you to visit us—hear?

Surprised recipient of a handsome Gruen "Sensomatic" wristwatch recently was **G. H. Rafferty**, consumers accountant. Generous donor was Paul Olsen, owner of Olsen Shows and the occasion was in commemoration of Mr. Rafferty's having the 61st South Texas State Fair dedicated to him.

Best wishes to **Mrs. D. K. Clubb** for a speedy recovery from a recent operation. Her husband is tax and budget accountant in the Statistical Department. (See photo at right)

—By *Ward McCurtain*

WALTER WRIGHT, advertising writer, had the pleasure of entertaining his parents who were down from Lansing, Michigan, for 13 days. Wally planned a variety of activities including fishing, outdoor barbecues, and trips to Houston and local places of interest for his parents.

Several weekend trips were made October 22. **Bunch Eads**, PLAIN TALKS writer and his wife, **Barbara**, went with **Bob Montgomery**, advertising writer, and date, to Houston for

to providing this exhibit for the lobby, Mr. Dunham, a member of the Theatre's board of directors, also played two minor roles in the production and assisted in construction of the sets for "Inherit the Wind".



REMEMBER WHEN? This picture of **Dennie Clubb**, tax and budget accountant, and **Bill Buckley**, plant accountant, both of Beaumont, appeared in PLAIN TALKS 30 years ago. At that time Mr. Clubb had recently married but Mr. Buckley was still single.

the Rice-Texas game. When friends with whom they stayed ran short on sleeping space, Bob spent the night in his Rambler. The next week he still had a back ache.

Tip Smith, publicity writer, and wife, **Nanny**, and daughter, **Jodi**, motored to Waco for the A&M-Baylor game. They spent the weekend with friends while there.

Charlotte Hoepner, artist, and husband, **Bob**, went to visit her parents, **Mr. and Mrs. Henry C. LeVois**, in Navasota. The four went to see the Prison Rodeo in Huntsville.

Jim Turner, supervisor of publicity, and wife, **Elaine**, journeyed with a bus load of friends to the Rice-Texas game. Jim has also been busy in other respects. He attended, with other representatives of the Company, the Public Information Program Workshop in New Orleans, September 28-30 and the Atomic Energy Symposium, October 24, at Central Power and Light in Corpus Christi.

Al Young, advertising writer, recently returned from a two week vacation in Monroe, Louisiana. Al is also the proud owner of a new beautiful Rollicord camera.

The camera bug has also hit **Don Hinkle**, associate PLAIN TALKS editor. He now sports a new Nikon camera. Don is busy in Community Players, Beaumont's little theater group. He is publicity chairman for the Players and is busy pub-

licizing their next play, "Stalag 17", which will be presented in December.

Kenneth Sutton, director of advertising and publicity, introduced his son, **Kenneth, Jr.**, around the Advertising and Publicity Department recently. Kenneth, Jr., was visiting his dad here in Beaumont from Albuquerque, New Mexico.

—By Charlotte Hoepner

A group of coffee partners and ex-coffee partners have been busy planning "Stork Showers" lately. In August, the group gave a shower in the home of **Patti Gietzen** for **Marie LaCombe**, former employee in the Beaumont Customers Accounting. On October 1, this same group gave a shower in the home of Mrs. LaComb for **Nancy Bergstrom**, also a former employee of Customers Accounting. This group of girls is made up of: **Pat Eldridge, Bobbie Arnold, Melanie Nelson, Mrs. Gietzen, Ginger Hopkins** and **Dorothy Gaus**.

Mr. and Mrs. Rex Lee moved into their new home at 3725 Kenwood Drive, Beaumont, on October 12. Mr. Lee is Beaumont Division manager.

Grace Brooks, home service advisor, recently had her sister, Mrs. Sam Kingan, from Van Nuys, California, as her house guest. Mrs. Kingan is with the Wm. E. Doud and Company, realtors in Encino, California. The Beaumont Sales Department enjoyed a visit with Mrs. Kingan.

Leroy Bodemann, industrial sales engineer, and family traveled to Dallas recently for the State Fair. On their return trip, they came back through College Station and saw the A&M and TCU football game.

—By Dorothy Gaus



MISS CLARA DOVE became the bride of **Chester Drake, Sr.** October 17 in Call Junction, Texas. Mr. Drake is a serviceman in the Port Arthur T&D Department. Mr. and Mrs. Drake now make their home in Port Arthur.

CONROE

"**ABIE**" **ROWE**, serviceman, Conroe, is back on the job after a vacation during which time he developed a badly pulled leg muscle. **Jerry Fryer**, lineman first class has been relieving him as serviceman. We appreciate your earnestness and efficiency in



NEW LIVE WIRES DIRECTORS. The directors of the Beaumont Live Wires Club for the coming year are: first row, left to right, A. M. Melancon, Doug Watkins, M. H. Elissalde, Howard

Mack, and Floyd Crow. Second row, left to right, Perry Blanchette, Cornelius O'Brien, Don Clawson, Muriel Hayes, Jim Dowies and C. C. Henry. Not shown is Director C. E. Calvert.

FOUR new directors for the Beaumont Live Wires Club were elected at the annual membership meeting of the club on October 21 in the Neches Station Assembly Hall. Elected were **Don Clawson, Perry Blanchette, Jim Dowies** and **Floyd Crow**.

Directors whose terms have not expired are **M. H. Elissalde, C. E. Calvert, O. M. Melancon, C. C. Henry, Howard Mack, Doug Watkins** and **Muriel Hayes**. The board of directors met November 1 and elected the club's new officers for the coming year. They are **Don Clawson**, president, **Doug Watkins**, vice-president, and **Muriel Hayes**, secretary-treasurer.

The club is working on plans for building a clubhouse on property already owned by the club at Lakeview. The directors of the club hope that

the clubhouse can be built by volunteer work.

"If we have a contractor build it for us," said Club President Clauson. "It'll cost in the neighborhood of \$10,500. We can cut this figure in half if we buy the materials and do the work ourselves. We have about 325 members. Eighty-five percent of the members have indicated that they are in favor of having a clubhouse. If we all get together and work and back our directors we can have something nice, and we can save money."

The club will hold its annual Christmas dance on December 2 in the W.O.W. Hall on the Liberty Highway. Music will be by the James Lee Band. Tickets are \$5 per couple. Proceeds from ticket sales will go to the building fund.

carrying out this job, Jerry.

The annual Rotary Club Pan Cake and Waffle Supper was a big success with chief cooks (for which GSU, Conroe, is noted) **Frank Robinson, Bill Earthman** and Head Waiter **W. E. Dinkins**.

The Conroe office girls served coffee to a Hollywood celebrity, **John Boles**, movie star, who has a part time residence in Conroe. Before his departure, he gave us his autograph (on a check in payment of his light bill).

H. Kuykendall, better known as "Lightning," and **Mr. Earthman** took some more of their vacation time recently. They did not get together for a fishing trip as they did last year. Bill took his wife, **Tiny** and daughter, **Lollie**, to the State Fair in Dallas.

Watch out, all you little deer (cows and horses, too)! **Robert Gregory, Frank Dupree, Robert Boenker, Charlie Riddel**, and **B. F. Sparks** have their trusty weapons out cleaning and polishing and anxiously awaiting the opening of deer season.

Planning ahead, we've set Friday, December 16th as the night for Santa's visit to the children of the employees of Conroe and Cleveland. The Jaycee Hut has been reserved for that night.

—By Berneice Falvey

CLEVELAND

THE Cleveland employees and their families recently enjoyed a barbecue at the Falvey-Cochran Lodge near Cleveland. There were about 47 in attendance and everyone enjoyed the evening very much.

Roy Hudspeth, local superintendent, just returned from a hunting trip in South Texas and Old Mexico.

Sammy Wells and his family spent a week at his farm recently while he was on vacation. Sammy's farm is located in Grimes, County, near Iola, Texas.

June Ayers, office clerk, was a candidate for Homecoming Queen at Shepherd, Texas. She placed second in representing the "Classes of the Fifties".

—By Jane Bazzoon



Mr. and Mrs. Lee Terro on the birth of their second daughter, **Karen Lea**, October 20. Mr. Terro is employed in the Substation Department, Port Arthur.

Mr. and Mrs. Leonard Roy, Jr. on the birth of their son, **Charles**, October 27. Mr. Roy is a secondary power tester in the Meter Department, Port Arthur.

Mr. and Mrs. Ben Williams on the birth of a son, **Thimony R.**, September 21. Mr. Williams is employed at Louisiana Station.

Mr. and Mrs. Bob Collier on the birth of their third daughter, **Jane Elizabeth**, September 25. The Colliers also have one son. Mr. Collier is an industrial engineer in the Baton Rouge Division.

Mr. and Mrs. Jack Worthy on the birth of their second child, a son, **Jasper Frederick, Jr.**, July 27. Mr. Worthy is assistant advertising director in Baton Rouge.

Mr. and Mrs. Herbert Aull on the birth of their first child, a daughter, **Erin Elizabeth**, July 26. Mr. Aull is a residential sales representative in the Baton Rouge Division.

Joe and Arlene Havens on the birth of a daughter, **Cynthia Arlene**, September 26 in Memorial Hospital, Lake Charles. Mr. Havens is employed in the Lake Charles Line Department.

James and Marjorie Stewart on the birth of a son, **Robert Lloyd**, September 30. Mr. Stewart is employed in the Lake Charles Line Department.

Mr. and Mrs. Herschel A. Campbell on the birth of their second child, **Lisa Anne**, October 17. The Campbells have a son, Jeffery. Mr. Campbell is employed as an commercial artist in the Advertising Department, Beaumont.

Mr. and Mrs. Harvey P. Carpenter on the birth of their first child, a son, **Rusty Lane**, on October 20. Harvey is employed in the Baton Rouge Gas Meter Shop and his wife, **Murel Jene**, was formerly a local office clerk in the Zachary office.

gulf staters in the news

Walter House, sales supervisor, Orange District, was recently elected chairman of the Orange District Committee of the Boy Scouts of America for 1961. He has served one year as president and three years as director of the American League of Little League. He is also president of the United Fund board for Orange County.

Lamoyne Goodwin, district superintendent, Silsbee, and county drive chairman of the Hardin County United Appeals, was recently a guest of the Silsbee Lion Club. Mr. Goodwin introduced Paul Georgas as Silsbee drive chairman for UA.

R. H. Lawton, superintendent at Louisiana Station addressed a joint meeting of the American Society of Mechanical Engineers, the American Institute of Electrical Engineers, and the Louisiana Engineering Society at Willow Glen Station recently. Mr. Lawton presented a slide talk depicting the damages at Louisiana Station caused by an electrical storm on April 29. Following the talk the groups toured Willow Glen Station.



MR. TOWERS, MEET MR. ABERNATHY. J. P. Towers, assistant director of training, Beaumont, discusses training problems with his counterpart for Texas Power and Light of Dallas, J. K. Abernathy. Mr. Abernathy visited with our Company for one week in October to observe how the Training Department conducts training courses for new employees.

PLAIN TALKS SYMPATHY TO

Mr. and Mrs. Alan W. Hastings, Beaumont, on the death of their daughter, **Mary Elizabeth Hastings**. Miss Hastings died October 28 at the home of her brother, Dr. James B. Hastings in Princeton, New Jersey, following a long illness. Mr. Hastings is a vice president in Beaumont.

Cullen Rome, utilityman, Lafayette, on the death of his father on September 30.

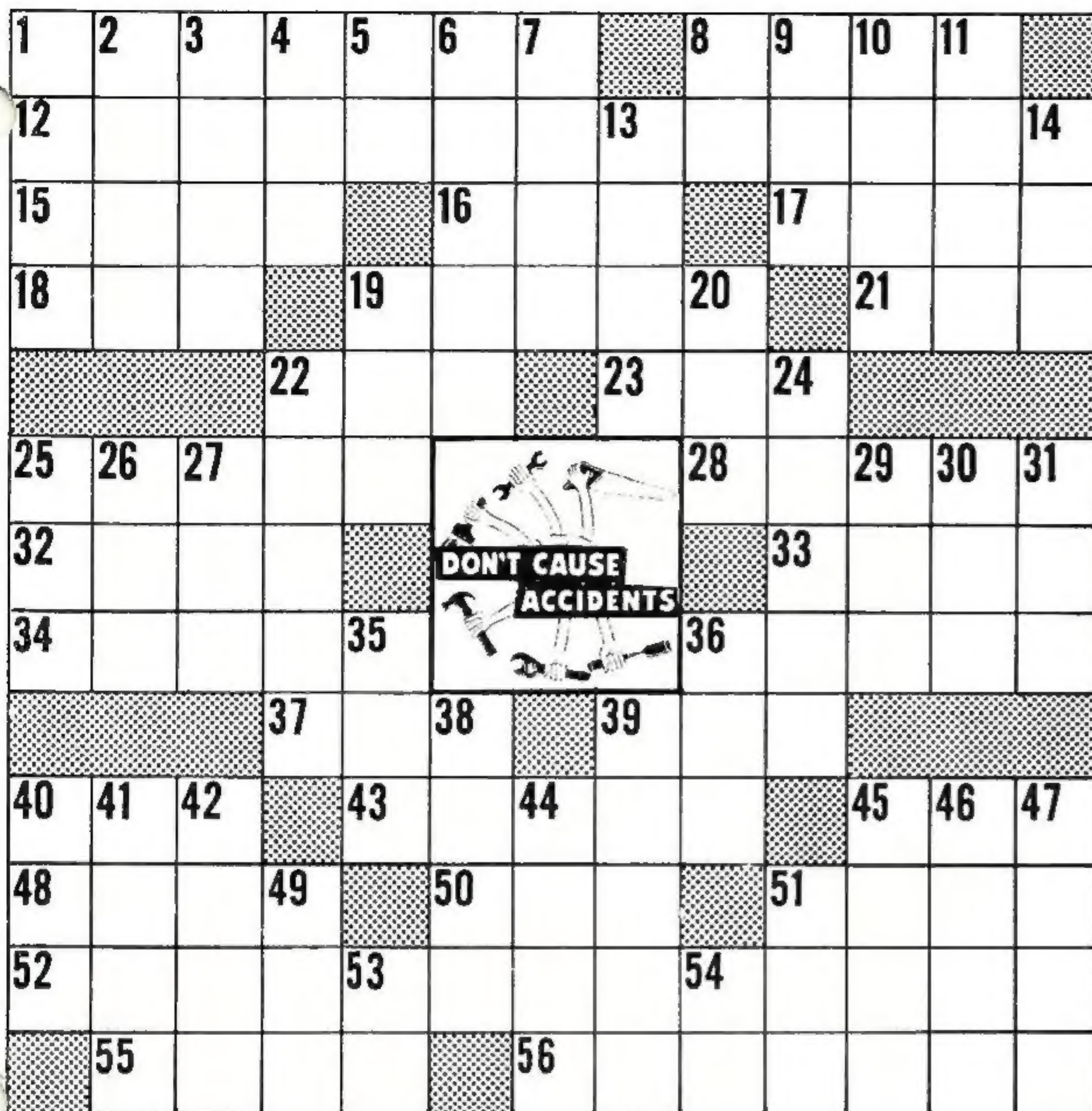
GROWING with Gulf Staters



SITTING PRETTY. Daniel Kyle is the eleven month old son of Mr. and Mrs. Ward C. McCurtain, Beaumont. Mr. McCurtain is an administrative assistant in the Tax and Insurance Department, Beaumont. Danny will be one year old on December 2.



'MAN, THIS BEAR IS THE MOST.' Lamoyne Jay is the nine-month old son of Mr. and Mrs. Leonard Farr, LaMarque, Texas. Mrs. Farr, the former Betty Goodwin, daughter of Lamoyne Goodwin, district superintendent, Silsbee, was employed in the Records Department, Beaumont.



RULES FOR TOOLS

Rate Your

Safety Vocabulary

ACROSS

1. Prudence
8. Without danger
12. Safe workers observe these regulations (three words)
15. Sicilian volcano
16. Your safety shoes protect this from dropped tools
17. Outlay of time, labor, money
18. To court
19. It's just good to have your tools fixed, not your hands
21. Don't drop that wrench, it down
22. You work safely, if you obey rules for tools

23. An attachment
25. Always use this tool for the job
28. It's this to use defective equipment
32. Medicinal plant
33. Be sure your tools are in this condition
34. Carry your tools in a safe
36. Issues from pitcher
37. Knight (ab.)
39. To avoid this, don't grab for a falling knife
40. Hand tools safe, if they're used correctly
43. Unit of weight
45. Decimeters (ab.)
48. Cereal grain
50. Workshop for research
51. God (French)

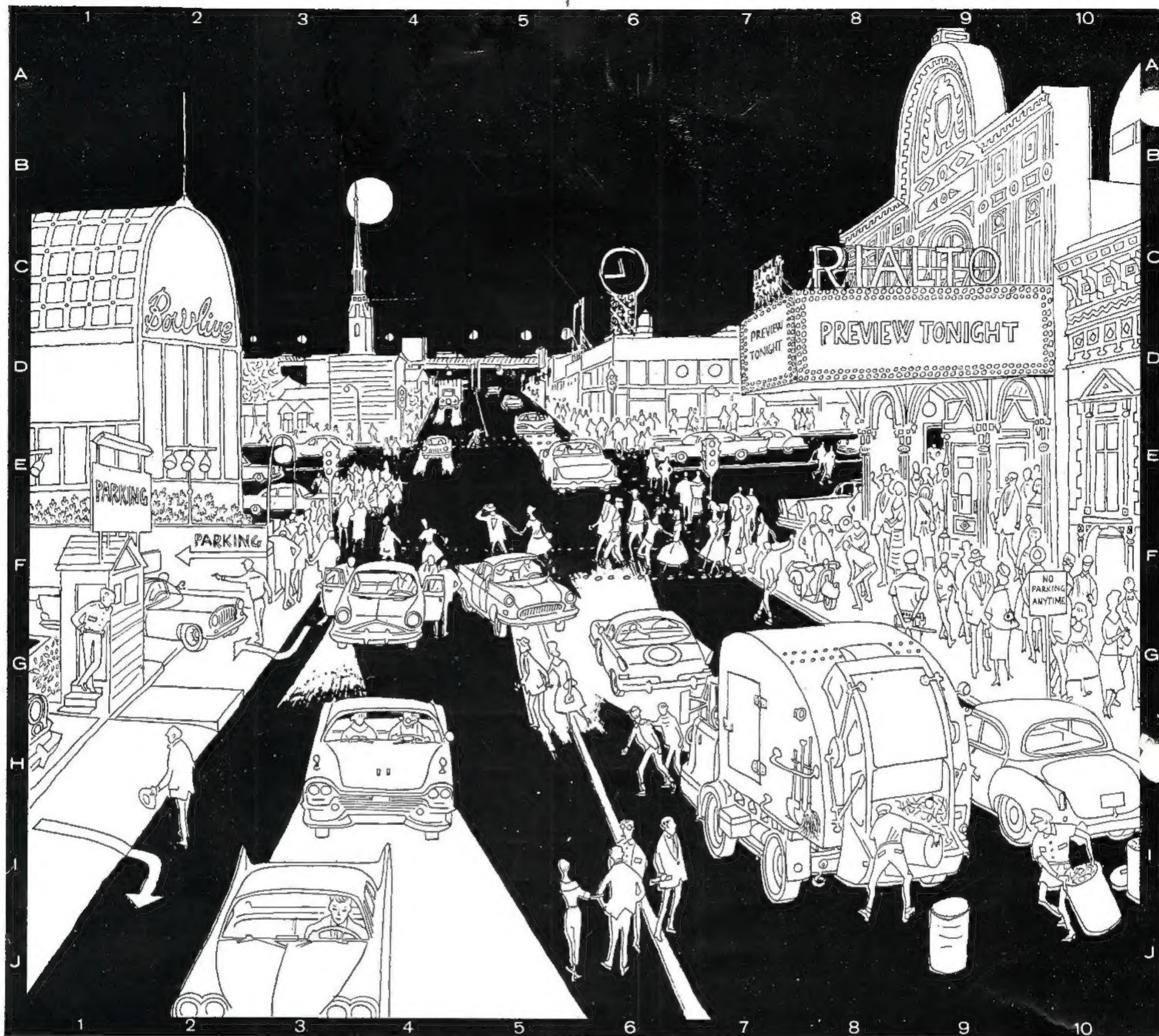
52. The right way to work with tools (two words)
 55. in defective tools promptly
 56. The safe worker the right tool for the job
- DOWN

1. Team
2. Vehicle
3. Combining form denoting forelimb bones
4. Beverage
5. It not the right way if it not the safe way
6. Frequent
7. Midday
8. Abbreviation for a thoroughfare
9. Army Ordnance Corps (ab.)
10. Careless worker who rhymes with tool
11. Woman's name
13. Repose
14. Place for pigs
19. Was seated
20. Use this to perceive sound
22. Do this to power tools before you use them
24. Cooked leg of lamb
25. Hit
26. Sick
27. Indian port south of Bombay
29. French coin
30. Hebrew measure
31. Measure of length (ab.)
35. Enclosed (ab.)
36. tools away safely
38. Soft mineral
39. Waterproof, insulated bundle of wires
40. Electrical discharge
41. Disorderly tumult
42. Light tan
44. Rodents
45. Flat, circular article
46. Encounter
47. Useful in laundry
49. Make mistake
51. Owing
53. Printer's measure
54. Chemical suffix

ANSWER



Traffic Safety Quiz No. 2



Can you find 10 traffic hazards in this picture?

Look sharp! This quiz checks more than the acuteness of your vision. It also tests your judgment of what's right and wrong on the road. Look again—then rate yourself against the list. But keep in mind that perceiving a traffic hazard is not enough. A good driver is always prepared to take instant action to avoid trouble.

We urge you to be alert, drive carefully, know the rules—and obey them. Remember: about 75% of all accidents are caused by the driver—not the car.

(Each hazard is located by letter and by number. For example, J6 indicates the location of the people in the lower center of the picture where lines from J and 6 would cross.)

- | | |
|--|---|
| 1 People wandering aimlessly in middle of street (J6, lower center) | 7 Car parked out from curb to pick up passengers (F4, center) |
| 2 Car parked illegally (H10, lower right) | 8 Headlight not operating on car (F4, center) |
| 3 Truck collecting garbage while in traffic lane (H8, lower right) | 9 Car leaving parking lot area by entrance (F2, left center) |
| 4 People stepping from in front of truck into traffic (H5, lower center) | 10 Car with blinding highway beams on (H4, left center) |
| 5 People crossing against light (E6, center) | |
| 6 Car veering over the line to pass parked car (F5, center) | |

(These are major hazards; there are others. If you found more than ten, congratulations!)

Your Car Has Built-in Safety—YOU!

Prepared by the Shell Traffic Safety Center in consultation with Dr. Leon Brody, Research Director, Center for Safety Education, New York University, and in cooperation with the Automotive Safety Foundation.

© SHELL OIL COMPANY, 1960